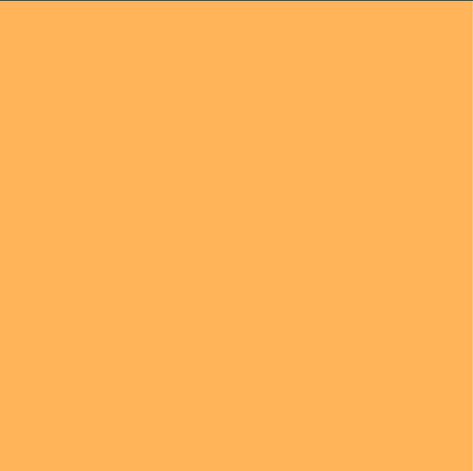


General Plan Advisory Committee: Background Information

GPAC #12: April 19, 2022

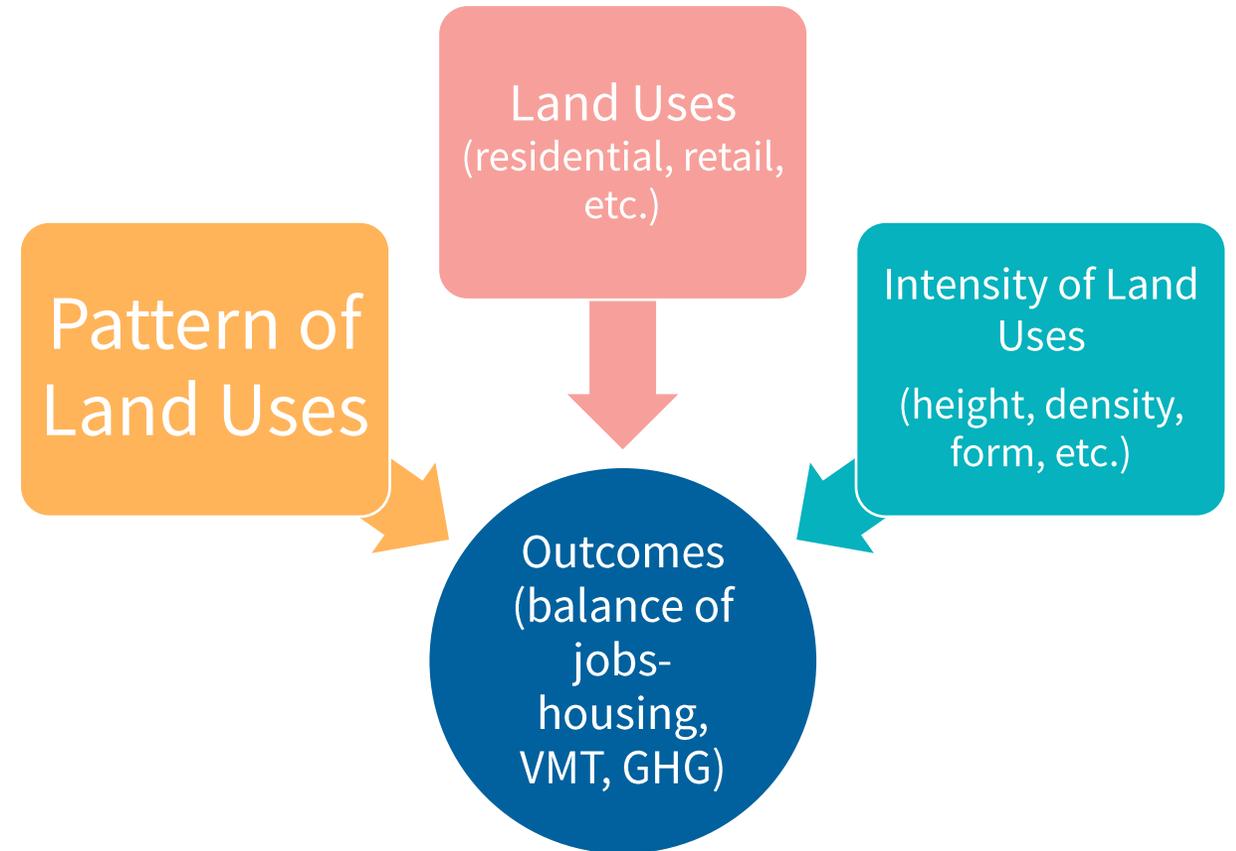




Background

Purpose of “Land Use Alternatives”

- Test different land use and urban design patterns
- Understand the trade-offs between the alternatives
- Make informed choices about the future
- Pivot towards the policies and implementation mechanisms needed to make these happen

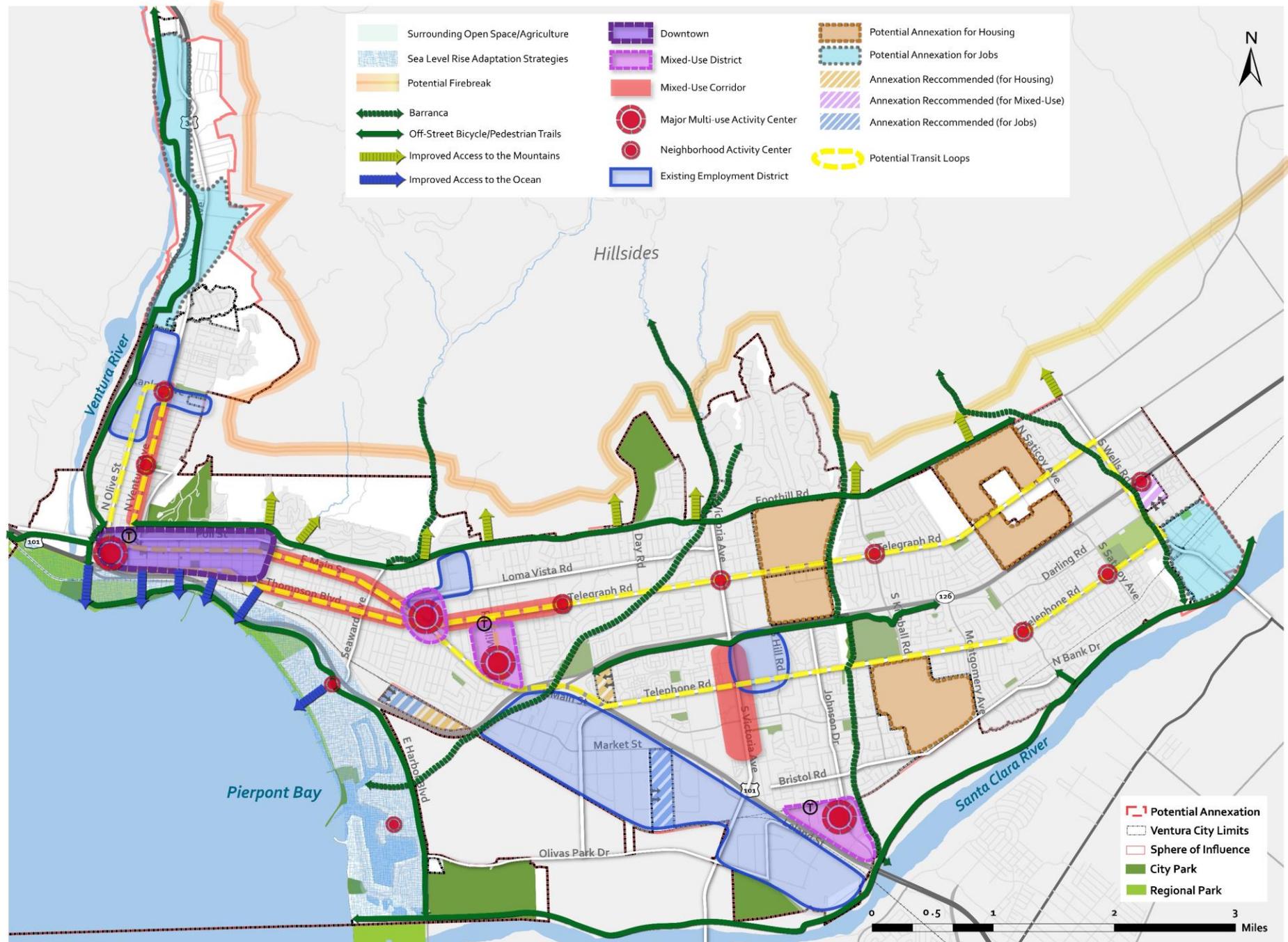


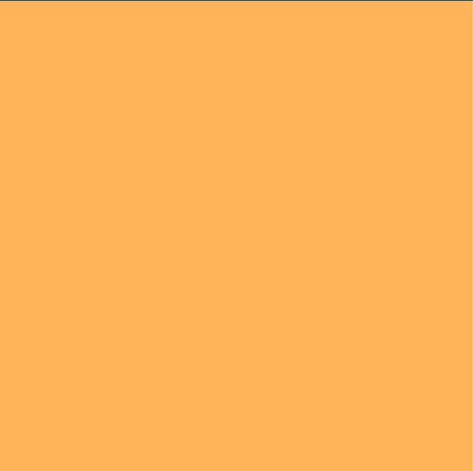
Path to Land Use Alternatives



Citywide Framework: The Evolution of the City

Framework Map





Areas of Discussion

Summary

Evolve

- Downtown
- Midtown Corridors
- Arundell/North Bank
- Westside
- Victoria Corridor

Transform

- Mall
- Johnson Corridor/TOD
- Infill annexation areas

Limited Change

- Eastside activity centers
- Pierpont
- Harbor
- Telephone Corridor

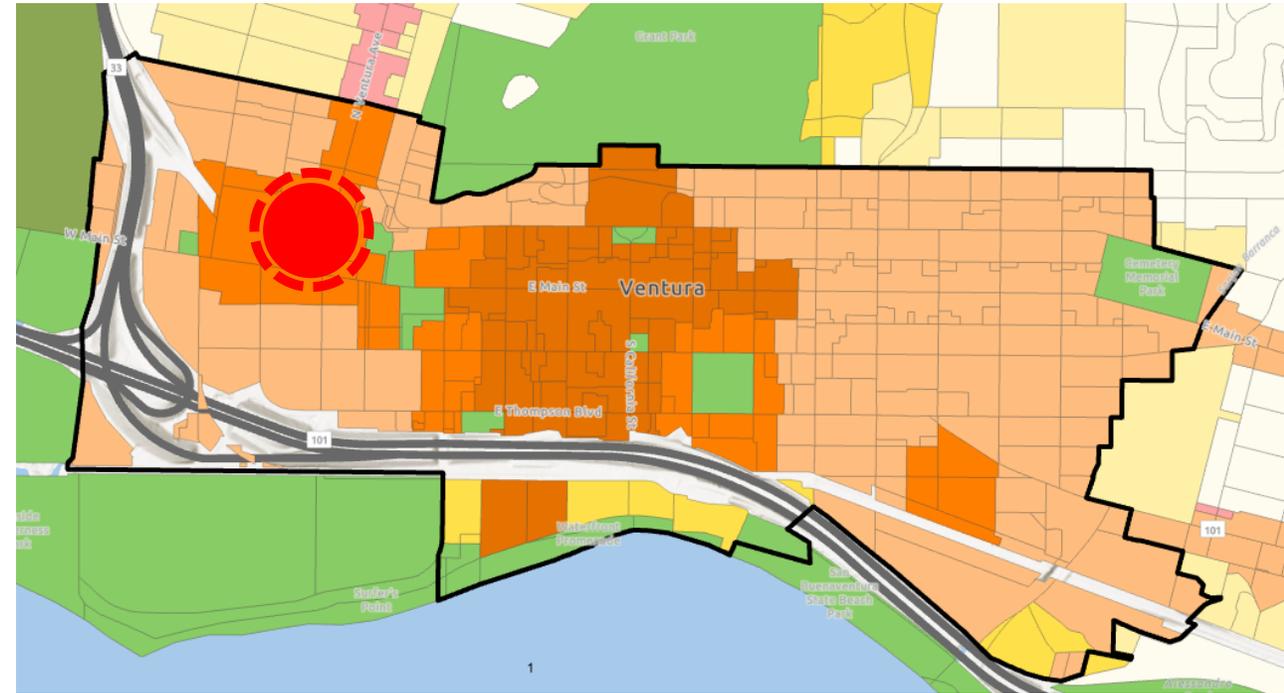
Downtown

Recommendations

- Heart of the City with diverse mix of uses
- Focus area for new development
- Allow higher density/height in some areas
- Encourage historic preservation and reuse of quality buildings
- Preserve N/S view corridors from public streets

Ideas for Alternatives

- Where should higher density be explored in the alternatives?
- Should some areas only focus on jobs and allow limited residential?



Downtown Specific Plan Zoning

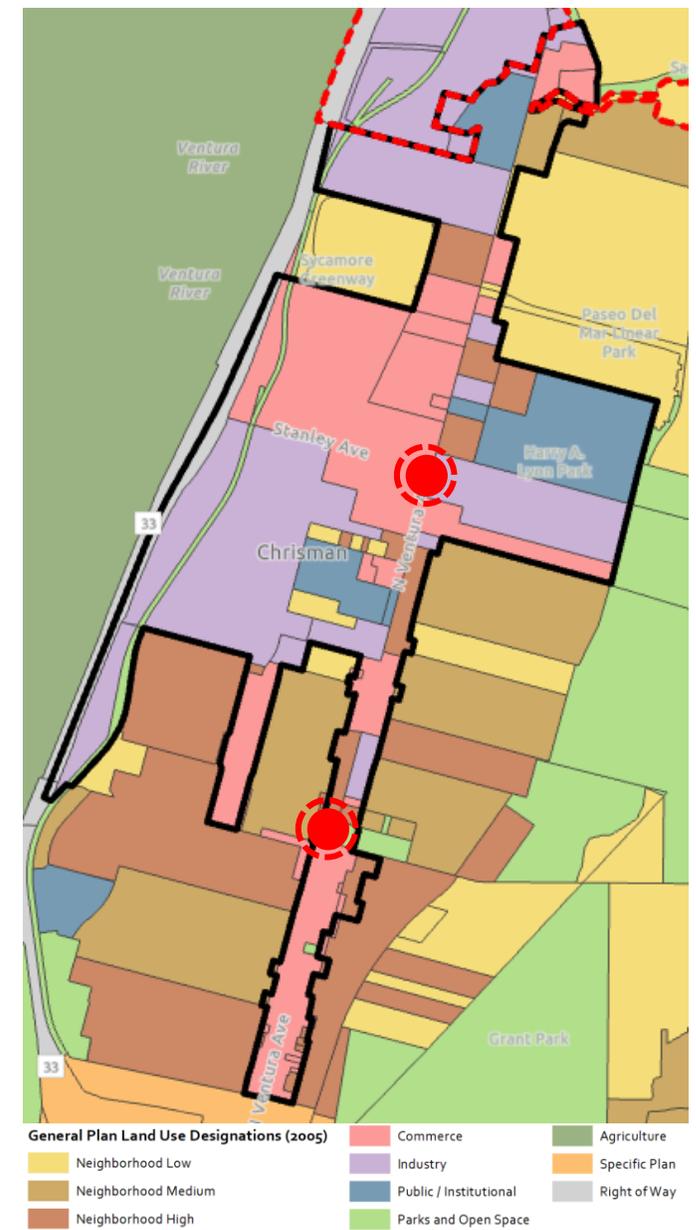
Westside

Recommendation

- Implement overall vision Westside Community Plan: unique neighborhood with diversity of housing
- Continue infill residential and mixed use (3-4 stories)
- Phase out “noxious” uses
- Evolve as a job center focusing on small, light industrial uses

Ideas for Alternatives

- What uses should be allowed on Ventura Avenue? (residential, retail/commercial/mixed use)
- Should industrial areas should allow residential or remain as jobs?
- What type of jobs should be encouraged? Remain as industrial or allow office/R&D?



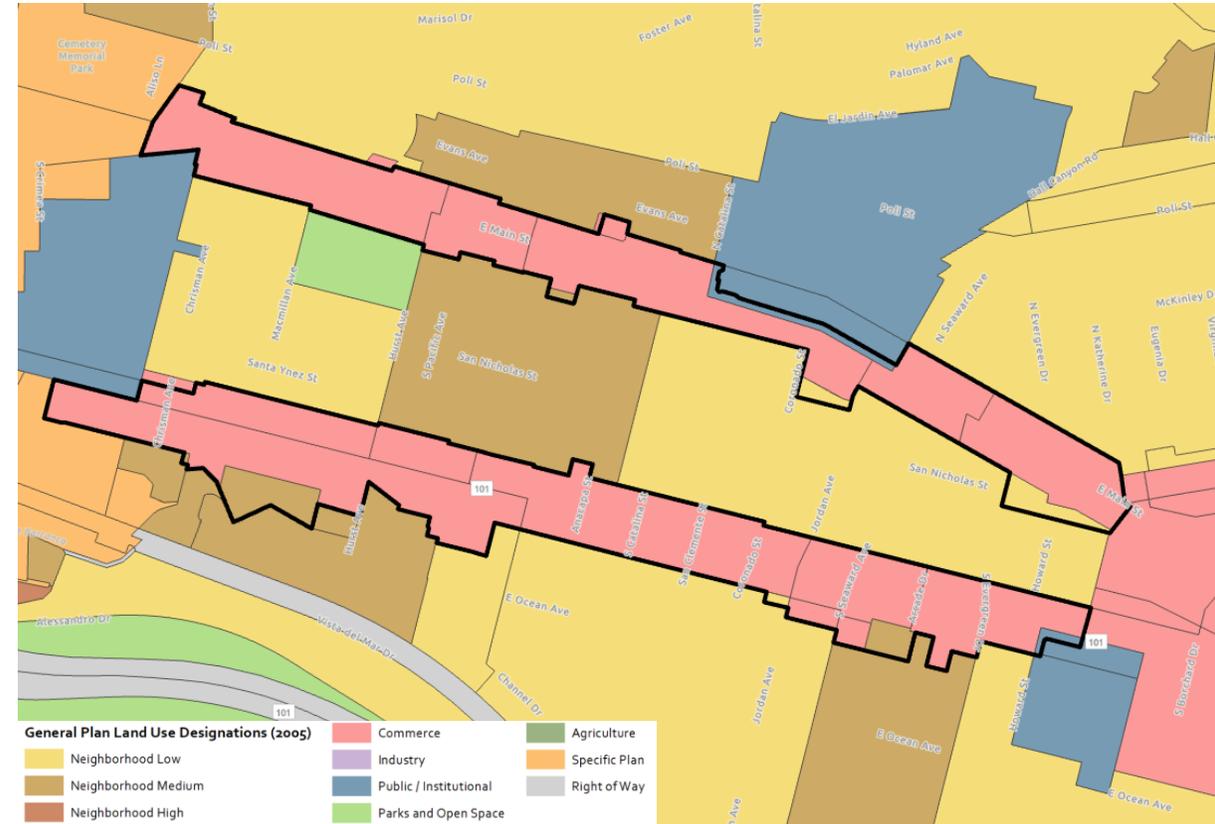
Midtown Corridors

Recommendation

- Enhance as urban, mixed-use corridors
- Allow higher heights and densities
- Identify retail/commercial “activity centers”
- Create attractive, pedestrian-oriented streetscapes

Ideas for Alternatives

- Should higher density/height be allowed? Where?
- Where should “activity centers” be located?



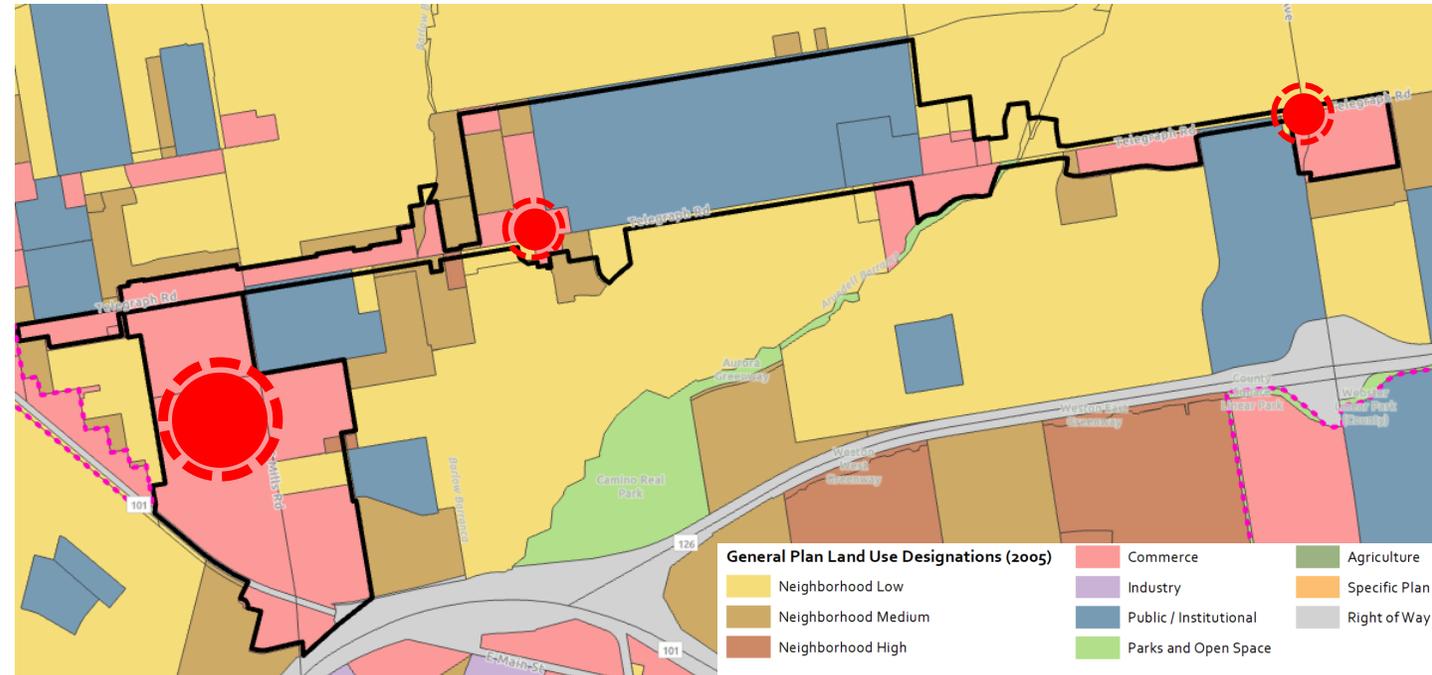
Telegraph Corridor (Pacific View Mall/Community College)

Recommendation

- Redevelop the mall into a high-intensity mixed-use center
- Create smaller mixed-use “activity centers”
- Pursue retail, office and housing to support VCC, the hospitals, and neighborhoods

Ideas for Alternatives

- What should the mix of uses and intensities be for the Mall?
- What scale of development should be considered along Telegraph, especially in the “activity centers”?



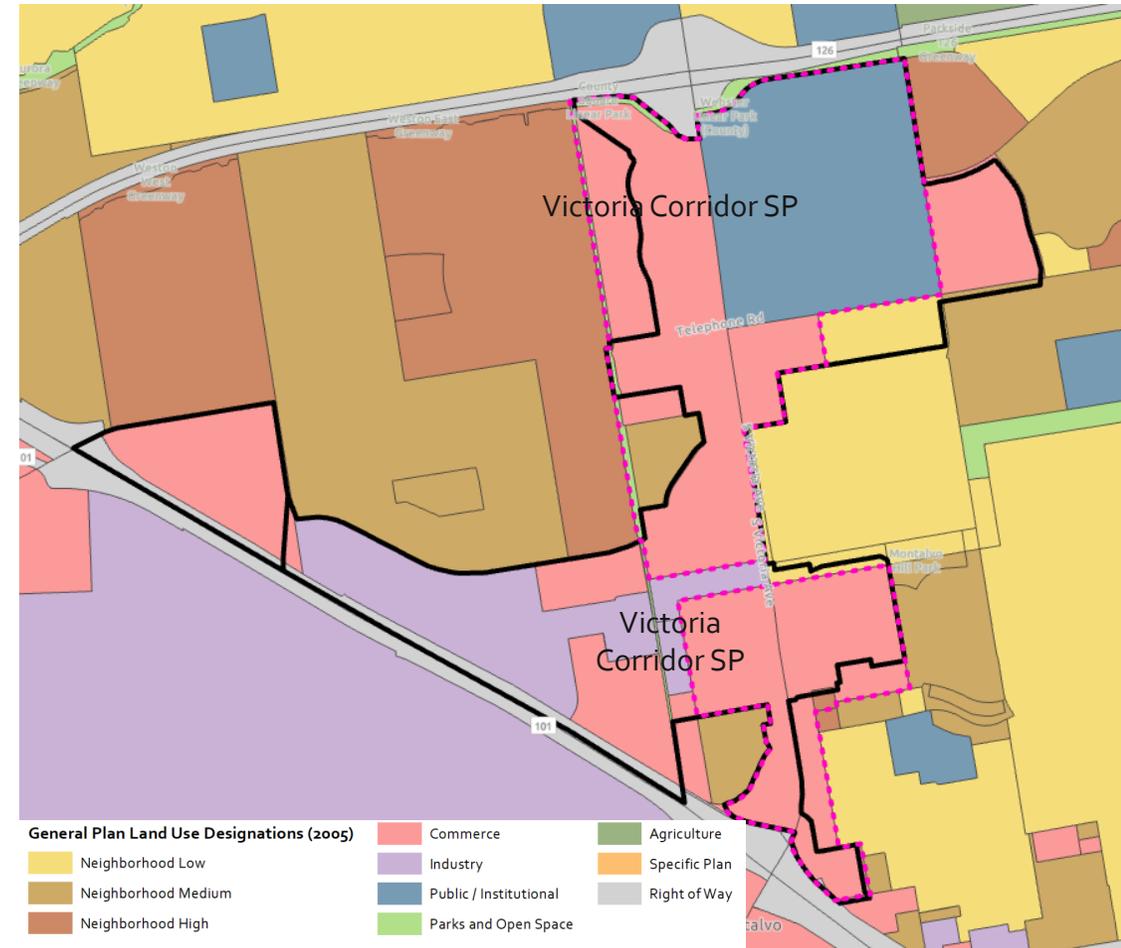
Victoria Corridor

Recommendations

- Opportunity to redevelop the area into a walkable, urban office and residential corridor
- Expand jobs and employment
- Redevelop shopping centers with multifamily/mixed use
- Preserve some neighborhood-serving uses

Ideas for Alternatives

- Should the industrial transition to office/R&D?
- What mix of uses and scale of development be allowed along Victoria?



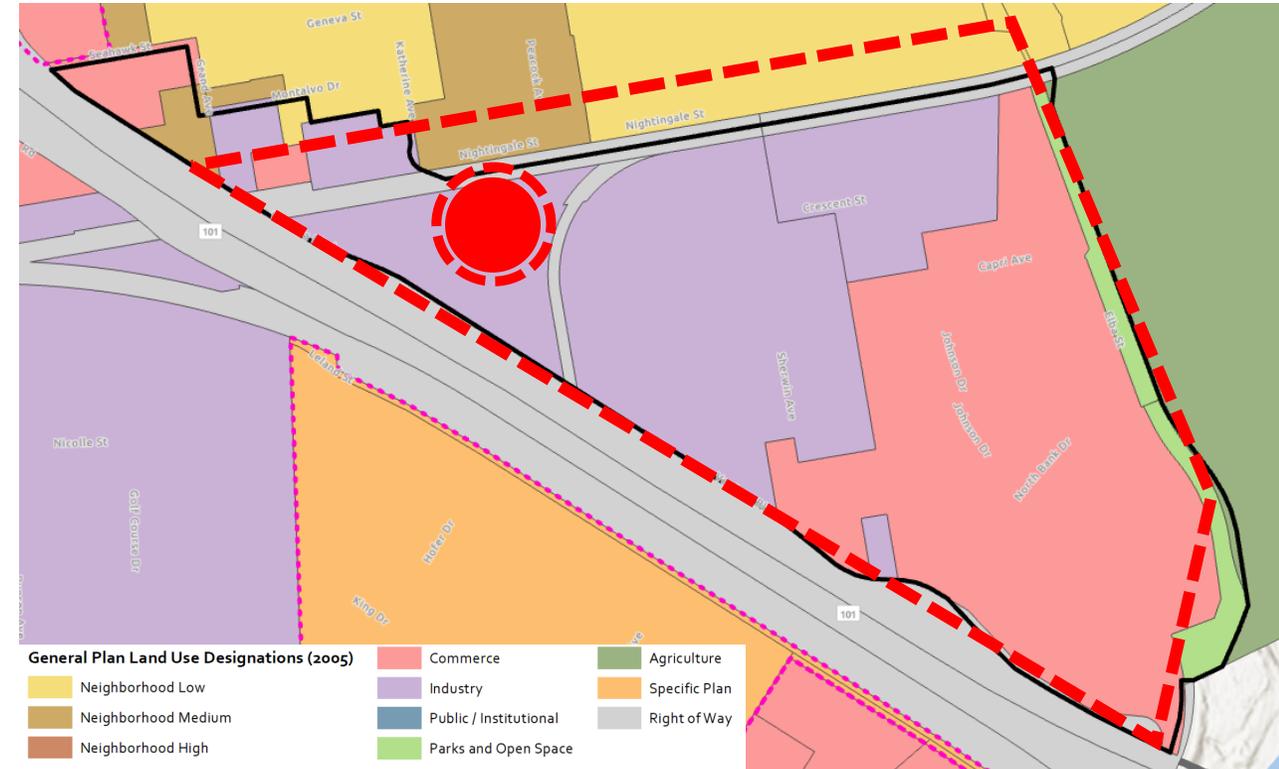
Johnson Corridor/Metrolink

Recommendations:

- Convert area into a residential/office district that capitalizes on Metrolink and US-101 access
- Transition industrial uses to high density residential and office

Ideas for Alternatives

- Should the focus be more on jobs or housing?
- Should industrial uses be zoned out?
- What scale of development is most appropriate for the area?



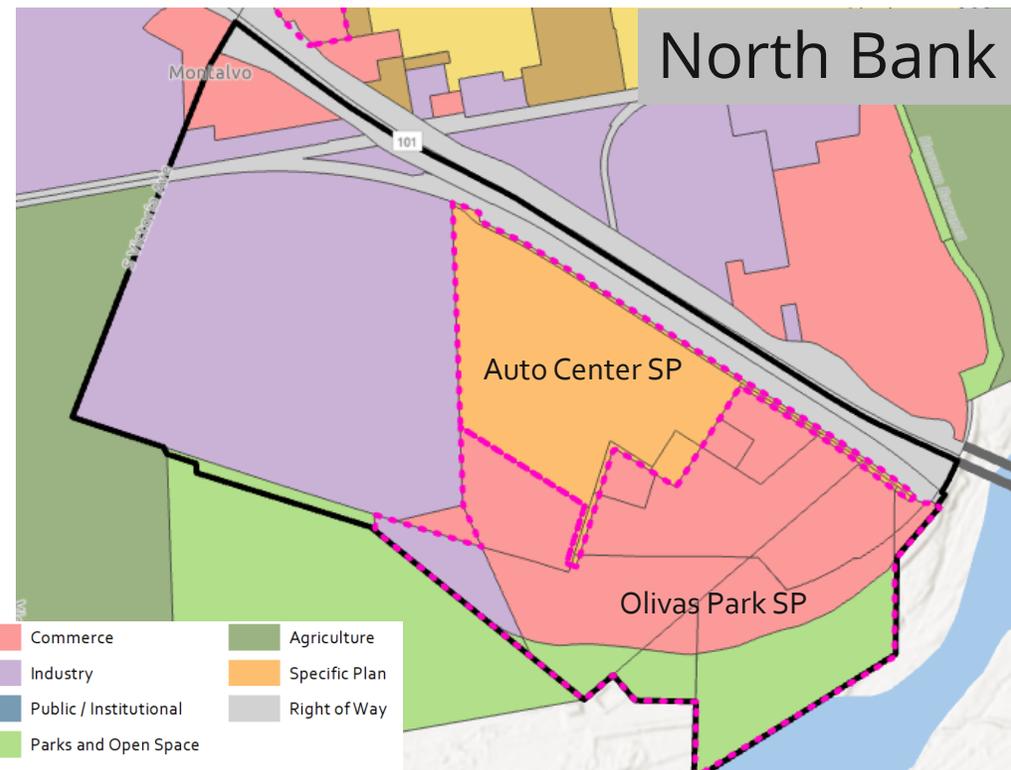
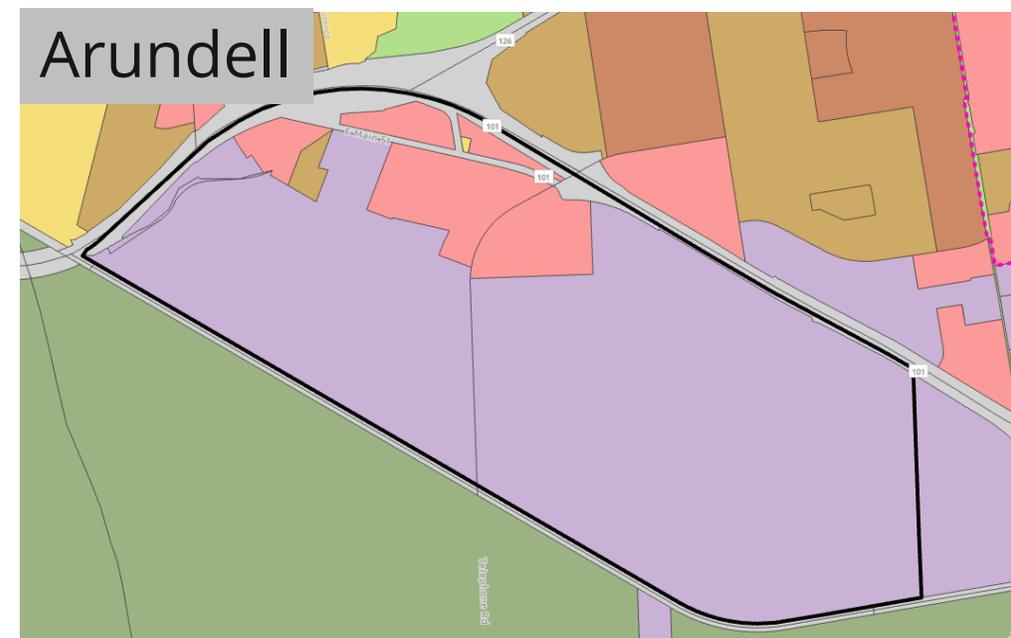
Arundell and North Bank

Recommendations

- Expand employment with office/R&D
- Annex the “McGrath property”
- Consider limited residential mixed use
- Support auto dealers

Ideas for Alternatives

- Should Office/R&D be pursued? Where, how much and what scale?
- Should residential or mixed be allowed in this area? If so, where?



General Plan Land Use Designations (2005)

- Neighborhood Low
- Neighborhood Medium
- Neighborhood High

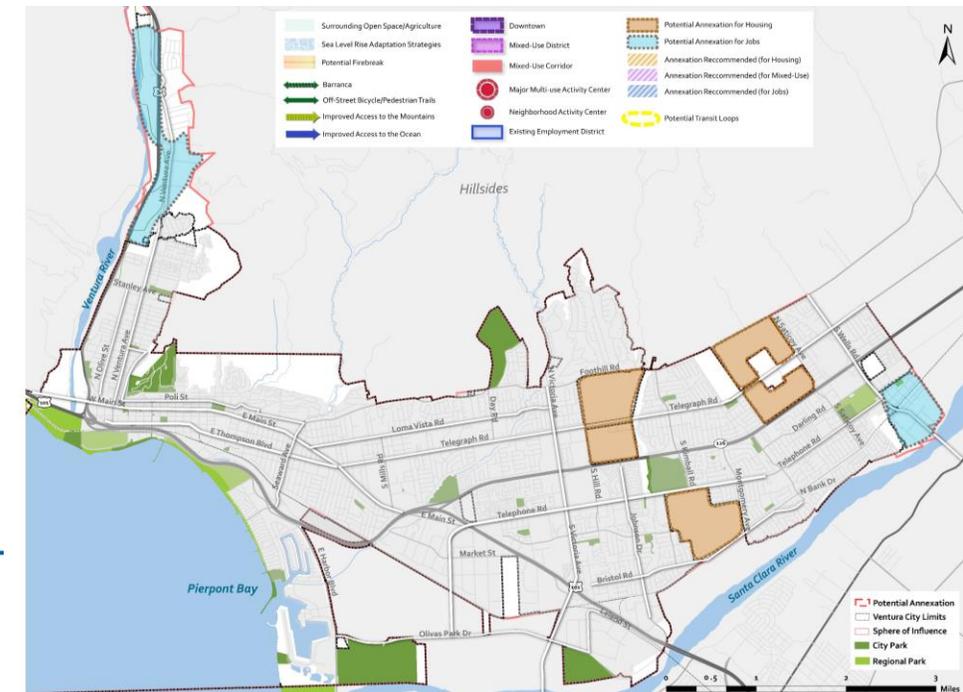
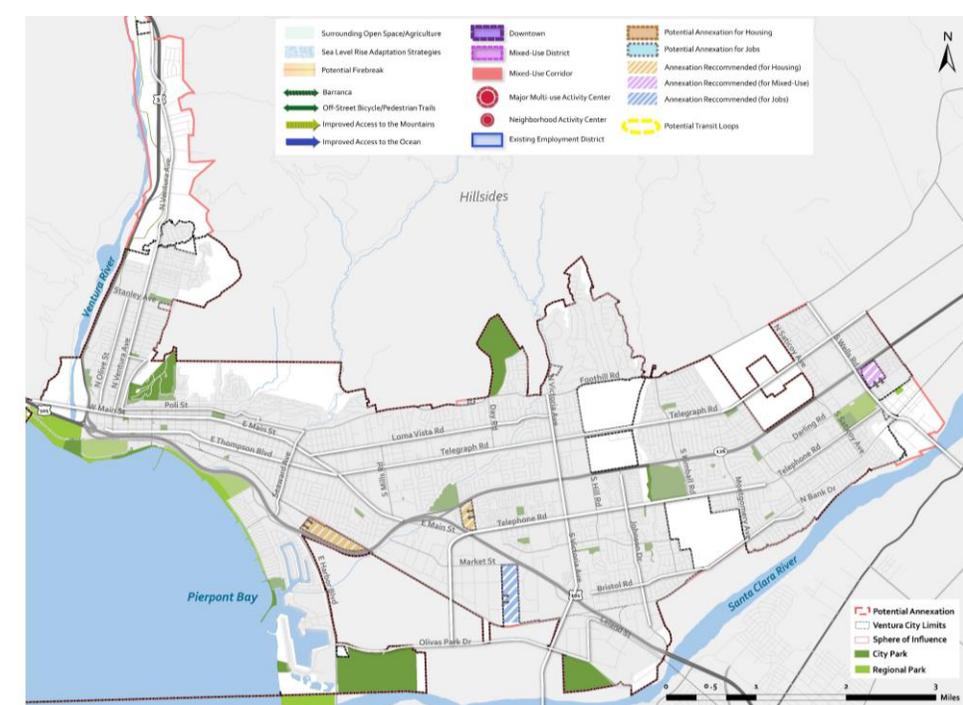
- Commerce
- Industry
- Public / Institutional
- Parks and Open Space
- Agriculture
- Specific Plan
- Right of Way

Annexation

- “Infill” - Annex for jobs, housing, mixed use
- **Westside** - Annex in the long-term future; cover to job center
- **Saticoy** - Annex; expand services
- **SOAR Areas** - Consider annexation over the long-term for strategic reasons (jobs; housing; revenues, etc.)

Ideas for Alternatives

- What densities and mix of uses should be considered for the “infill” annexations and the SOAR areas?

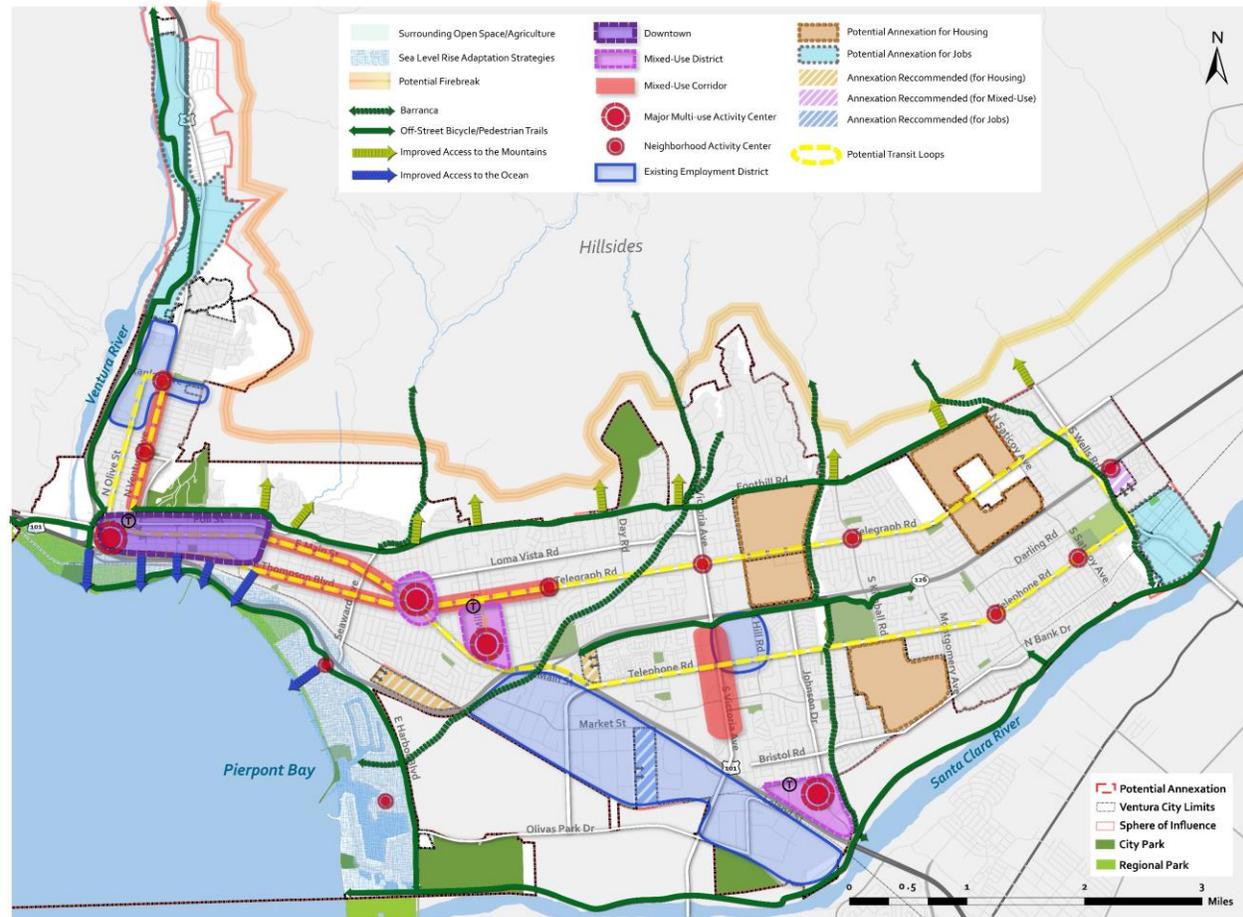


Recommendation for Other Areas

- **Eastside** – Create a series of “neighborhood centers”
- **Harbor** – Continue current land use direction; address SLR
- **Pierpont**
 - Revitalize Seaward (1-2 story retail)
 - Add hotels and multifamily housing along E. Harbor Blvd
 - Consider managed retreat due to SLR
- **Golf Courses** – Add visitor-serving amenities
- **Fairgrounds** – Work with State to move fairgrounds to another location; convert to public spaces and visitor uses

Ideas for Alternatives

- Exclude these areas from land use alternatives; focus on policy direction during the GP

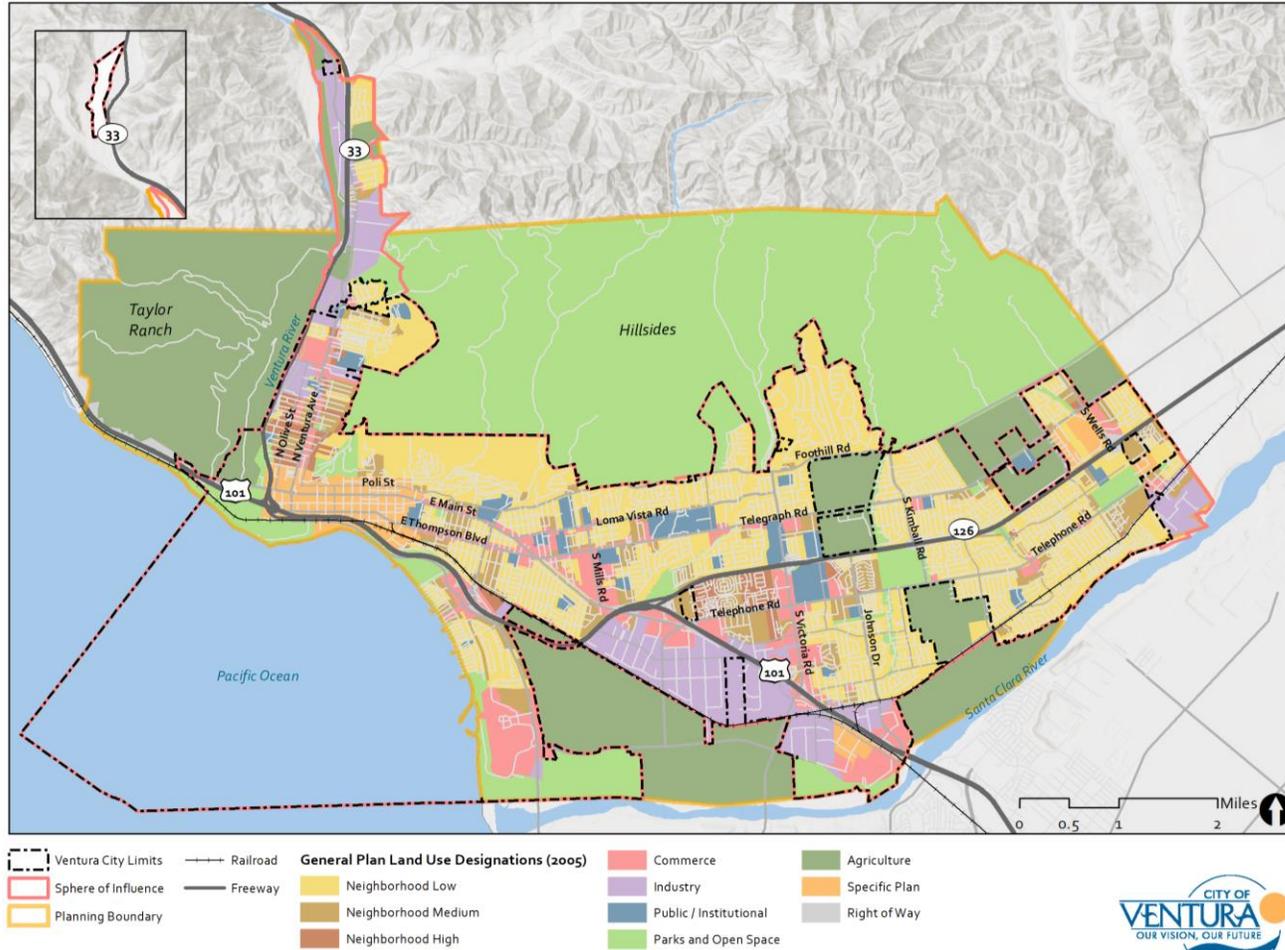


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Regulatory Background and Existing Vision for Areas of Discussion

General Plan Land Use Designations

General Plan Land Use Designations (2005)



Data Sources: City of Ventura (2020), County of Ventura (2020), ESRI (2020)

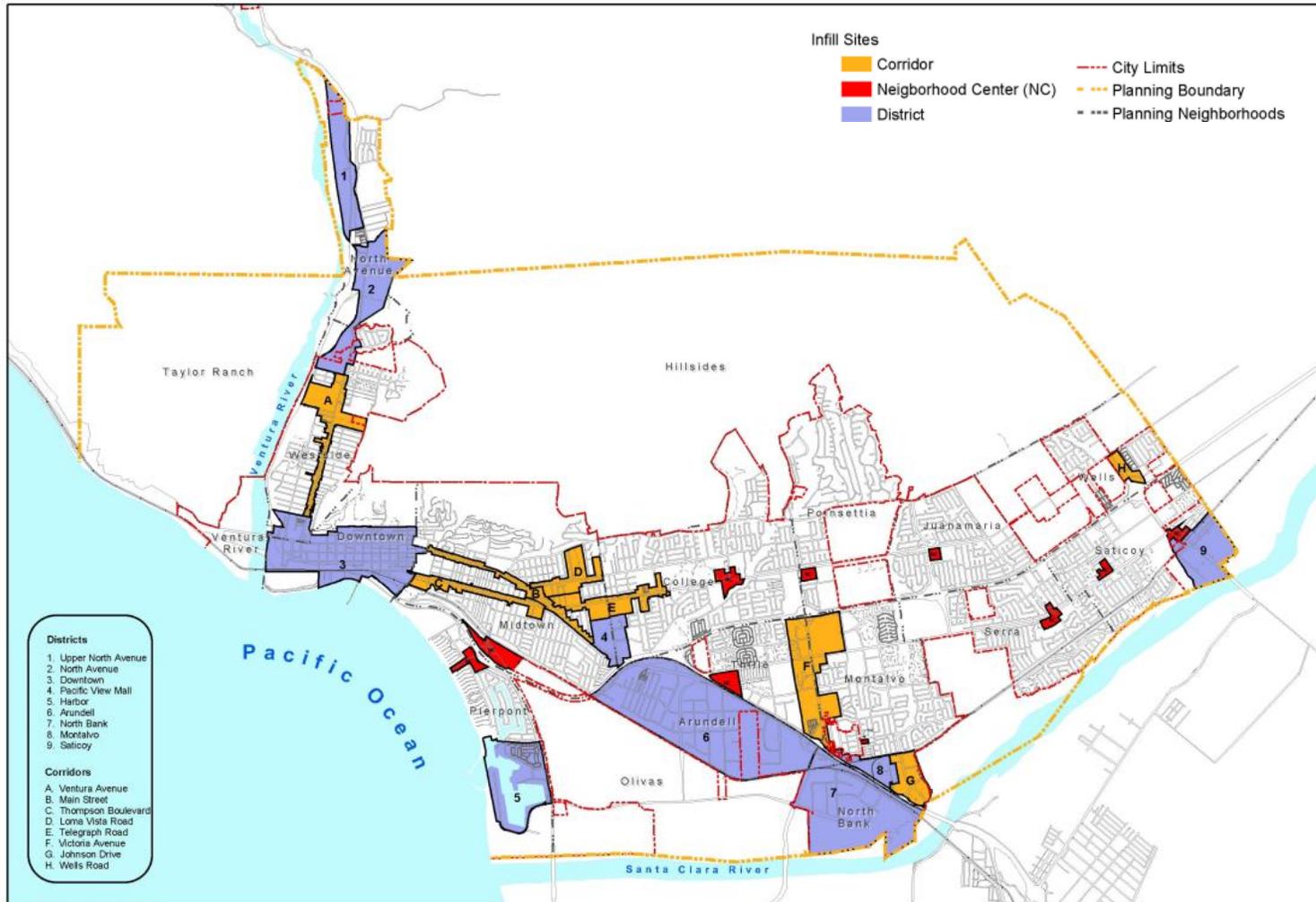
Land Use Designation	Allowed Density (du/ac)
Agriculture (A). Predominantly accommodates the commercial cultivation of food crops and plants and raising of animals.	-
Commerce (C). Encourages a range of building types supporting a mix of functions, including commercial, entertainment, office, and housing.	-
Industry (I). Encourages intensive manufacturing, processing, warehousing, and light industries housed mainly in large-scale buildings.	-
Neighborhood Low (NL). Provides for a predominantly low-density residential character, emphasizing detached houses with some attached units. Includes opportunities for limited home-based occupations and neighborhood services in certain locations.	0-8
Neighborhood Medium (NM). Provides for a low-to-medium density residential character, including a mixture of detached and attached dwellings. Includes small-scale commercial at key locations, such as at intersections and along corridors.	9-20
Neighborhood High (NH). A broader mix of building types, including higher-density attached residential, commercial, office, entertainment, and mixed-use.	21-54
Public & Institutional (PI). Accommodates civic function including government offices, hospitals, libraries, schools, and public green space.	-
Parks & Open Space (POS). Dedicates land to public recreation and leisure, ranging from neighborhood playgrounds and mini parks to large regional parks and natural preserves.	-
Downtown Specific Plan (SP). Accommodates land uses and building types highlighted in the Downtown Specific Plan.	21-54

Note: The General Plan does not provide building intensity ranges for non-residential uses.

Note: there have been public comments made on making more residential categories



Existing General Plan: Infill Areas

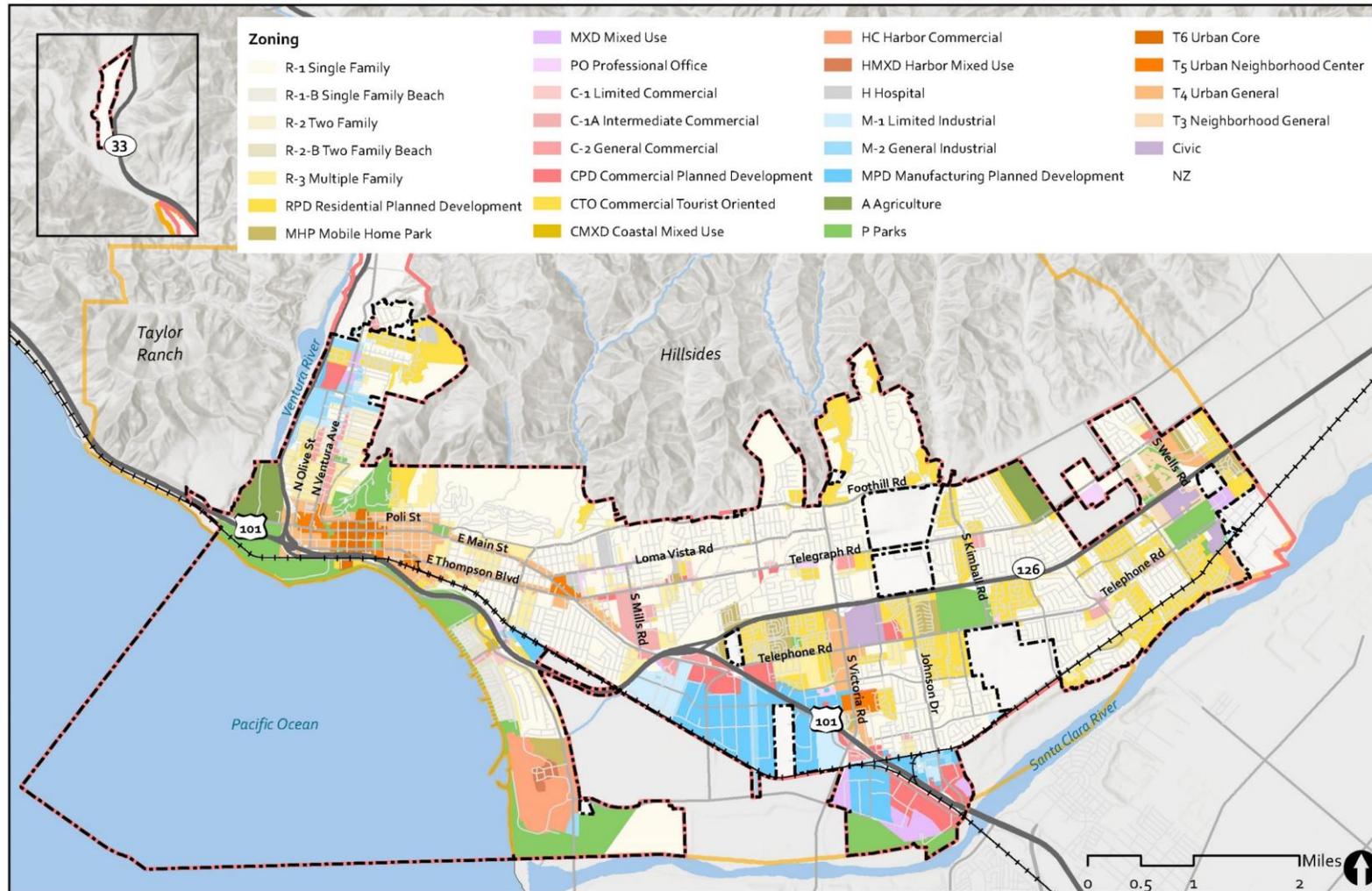


SOURCE: City of Ventura

Figure 3-1

- General Plan pursues an “Infill First” strategy
 - Concentrates new developments in select districts, corridors, and neighborhood centers (see map)
 - Provides direction on potential opportunities for new uses in each infill area
- *General Plan direction for each area is described in the presentation below*

City Zoning Code

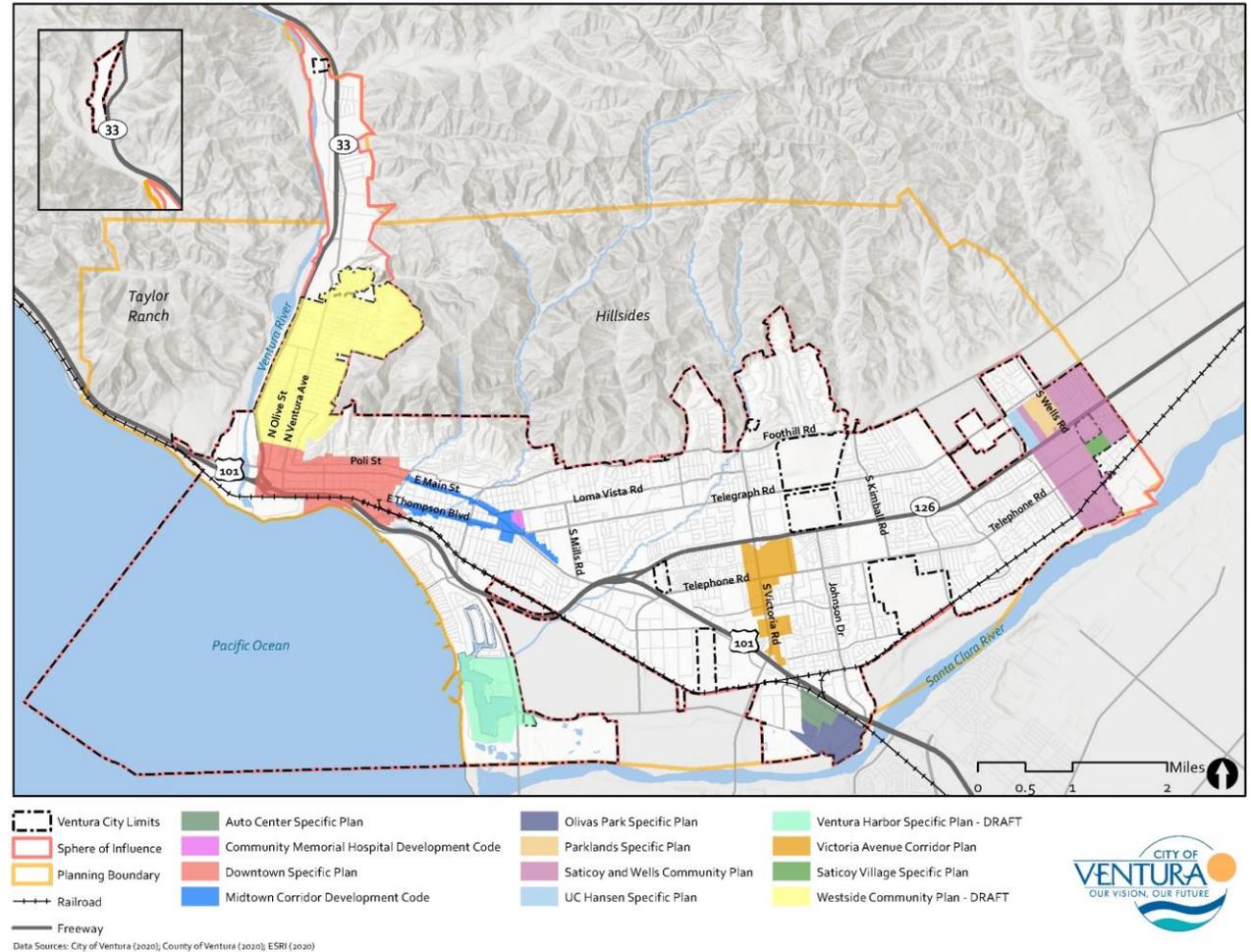


- Regulates use, density/intensity, building form and placement
- Comprised of Euclidean (use-based) districts and form-based districts (form and character)
- Form Based Districts
 - Downtown, Midtown Corridors, Hospital District, Victoria Corridor, and West Saticoy
 - Regulated by design criteria (i.e., building type, frontage type, streetscape standards)

Specific Plans and Vision Plans

Plan Name	Year	Acres
Specific Plans		
Downtown Specific Plan	2007	514
UC Hansen Specific Plan	2008	35.7
Parklands Specific Plan	2009	66.7
Ventura Harbor Specific Plan*	2010	339
Auto Center Specific Plan	2017	54.6
Olivas Park Specific Plan	2019	139
Community Plans		
Saticoy and Wells Community Plan	2009	1,000
Victoria Avenue Corridor Plan	2009	286
Westside Community Plan*	2012	900
Vision Plans		
Ventura Vision	2000	N/A

Specific and Community Plans



Note: * Indicates Plan never adopted

Zoning Districts: Residential

Zone	Permitted Uses	Density Standard	Max. Building Height
R-1 (Single Family)	Single family residential and some recreation/neighborhood services	6,000 sq ft/du	2.5 stories
R-1-B (Single Family Beach)	Single family residential and some recreation/neighborhood services	3,200 sq ft/du	
R-2 (Two Family)	Two family residential and some recreation/neighborhood services	3,000 sq ft/du	
R-2-B (Two Family Beach)	Two family residential and some recreation/neighborhood services	1,600 sq ft/du	
R-3 (Multiple Family)	Multifamily residential, condominiums, and some recreation/neighborhood services	800-2,400 sq ft/du	3 stories
MPH (Mobile Home Park)	Mobile homes and some recreation/neighborhood services	8 du/net ac; no more than 300 dwelling units per mobile home park	30'
RPD (Residential Planned Development)	Residential developments, some recreation/neighborhood services, some indoor agricultural production	30 du/net ac	

Zoning Districts: Commercial and Mixed Use

Zone	Permitted Uses	Density Standards	Max. Building Height
MXD (Mixed Use)	Mixed use developments	1,600 sq ft/du	6 stories
C-1 (Limited Commercial)	Certain commercial retail and residential	1,600 sq ft/du	3 stories
C-1A (Intermediate Commercial)	Certain commercial retail and residential	1,600 sq ft/du	6 stories
C-2 (General Commercial)	General commercial retail and residential	1,600 sq ft/du	6 stories
CTO (Commercial Tourist-Oriented)	Visitor-serving commercial retail	No min. lot area standard, max. lot coverage of 50%	35'
CPD (Commercial Planned Development)	General commercial retail and large shopping centers	No min. lot area standard, max. lot coverage of 50%	6 stories
PO (Professional Office)	Administrative and professional services	Min. lot area of 6,500 sq ft, no lot coverage standard	3 stories
HC (Harbor Commercial)	Visitor-serving retail, recreational services, boating, and commercial fishing facilities	20 du/net ac	-
HXMD (Harbor Mixed Use)	Residential in conjunction with visitor-serving commercial and recreational uses	30 du/net ac; no more than 300 dwelling units per development	3 stories
CMXD (Coastal Mixed Use)	Residential in conjunction with visitor-serving commercial and recreational uses	30 du/net ac	35'

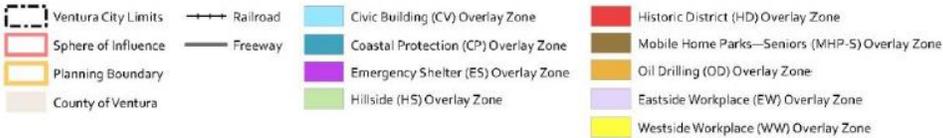
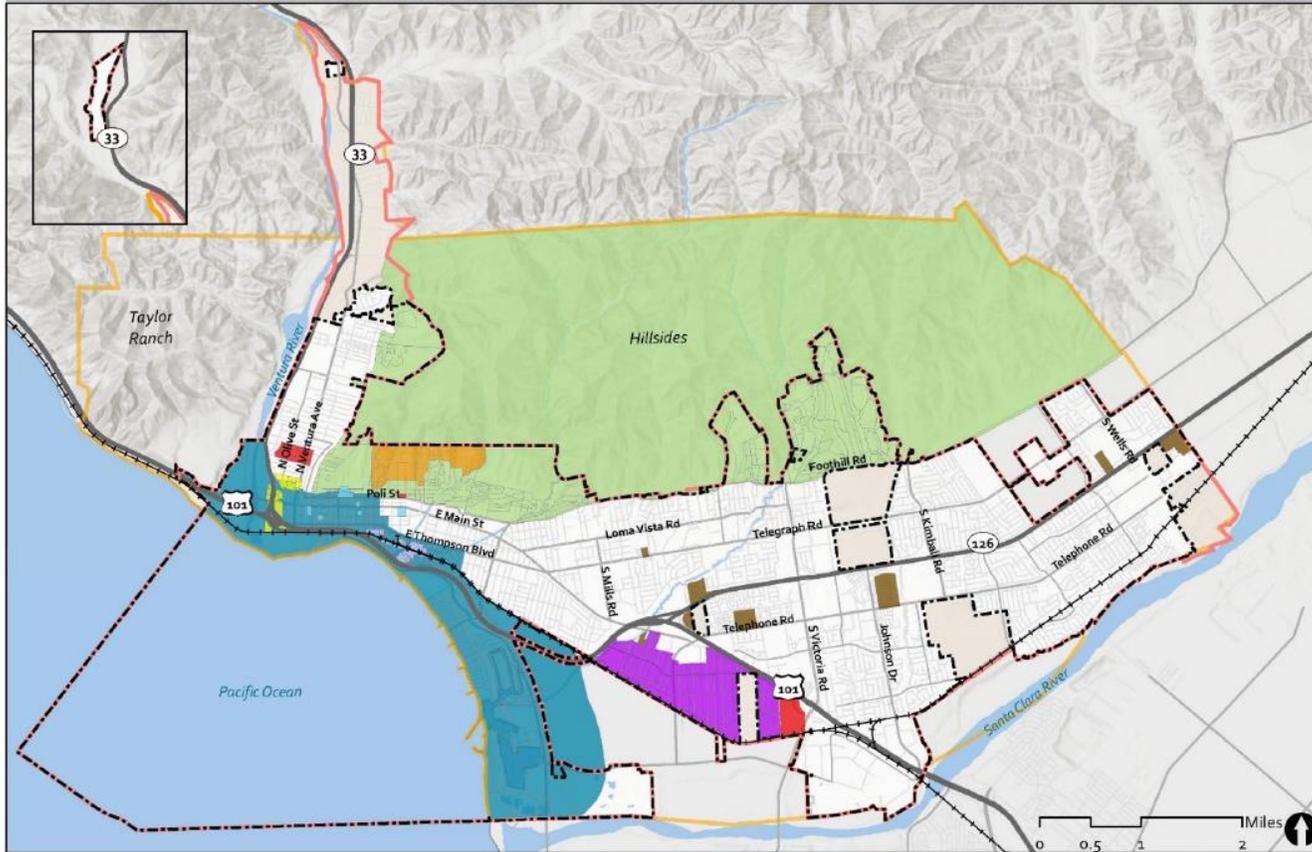
Zoning Districts: Industrial and Open Space

Zone	Permitted Uses	Density Standards	Max. Building Height
M-1 (Limited Industrial)	Light industrial and general commercial retail	None	3 stories
M-2 (General Industrial)	Heavy industrial and general commercial retail	None	6 stories
MPD (Manufacturing Planned Development)	Wide variety of industrial and manufacturing uses	Min. lot area of 21,780 square feet, max. lot coverage of 50%	6 stories
H (Hospital)	Medical care and adjacent services/uses	No density standards	3 stories
A (Agricultural)	Agricultural production and storage, single family residential, farm employee housing	Min. lot area of 40 ac, max. lot coverage of 50%	35'
P (Parks)	Recreational facilities and some neighborhood services	None	30'

Zoning Districts: Transect/Form-Based Zones

	Zone	Design Intent/Intended Uses	Max. Bldg Height (stories)
T4 (Urban General)	T4.1 (Main St. Frontage)	Lower-density residential with neighborhood-serving uses	2
	T4.2 (Westside Frontage)	Lower-density residential with neighborhood-serving uses	2-3
	T4.3 (US-101 Frontage)	Mid-rise residential with neighborhood-serving uses	3-4
	T4.4 (Thompson Corridor)	Lower-density residential with neighborhood-serving uses	2-3
	T4.5 (Midtown Corridors)	Mid-sized mixed-use and residential infill development	3
	T4.8 (Victoria Corridor)	Workplace buildings	6
	T4.9 (Victoria Corridor)	Workplace buildings and high-density mixed use	6
	T4.10 (West Saticoy)	Mid-sized mixed-use and residential infill development	3
T5 (Urban Center)	T5.1 (Figueroa St. Frontage)	Mid-sized mixed-use	3-4
	T5.2 (Five Points)	High-density mixed use	6
	T5.3 (Victoria Corridor)	High-density mixed use	6
T6 (Urban Core)	T6.1 (Downtown)	Mixed use with the highest development intensities and greatest variety of uses in the City	4-5

Overlay Zones



Data Sources: City of Ventura (2020), County of Ventura (2020), ESRI (2020)



Overlay Zone	Purpose/Description
Coastal Protection (CP)	Regulates development in coastal zone areas in conformance with the Local Coastal Program (LCP).
Coastal Bluff (CB)	Preserves the scenic qualities of coastal bluff areas and ensures that development does not compromise bluff stability.
Emergency Shelter (ES)	Regulates emergency shelters, with full supportive services, for homeless individuals in the M-1, M-2, and MPD zones.
Flood Plain (FP)	Enforces alternative land use regulations for coastal areas subject to flooding to protect human life and property.
Sensitive Habitat (SH)	Protects and restores, to the extent feasible, environmentally sensitive habitat areas to ensure continued biological productivity.
Historic District (HD)	Regulates development in areas with a historic landmark or point of interest to protect against its destruction and preserve neighborhood character.
Downtown Parking (DP)	Enforces a unique set of off-street parking requirements in Downtown Ventura.
Tourist-Oriented (TO)	Encourages the development of tourist-serving commercial and recreational facilities.
Seniors Mobile Home Park (MHP-S)	Enforces regulations to ensure the continued supply of mobile homes available to senior households.
Oil Drilling (OD)	Establishes limitations, safeguards, and controls for fossil fuel extraction in industrial zones.
Westside Workplace (WW)	Implements the Downtown Specific Plan by helping to create an enhanced environment for artisans and craftspeople.
Eastside Workplace (EW)	Implements the Downtown Specific Plan through the retention of existing commercial uses.
Hillside Overlay (HS)	Implements the Downtown Specific Plan by setting standards for building height.
Civic Building (CV)	Implements the Downtown Specific Plan by encouraging unique and creative building design for civic buildings.

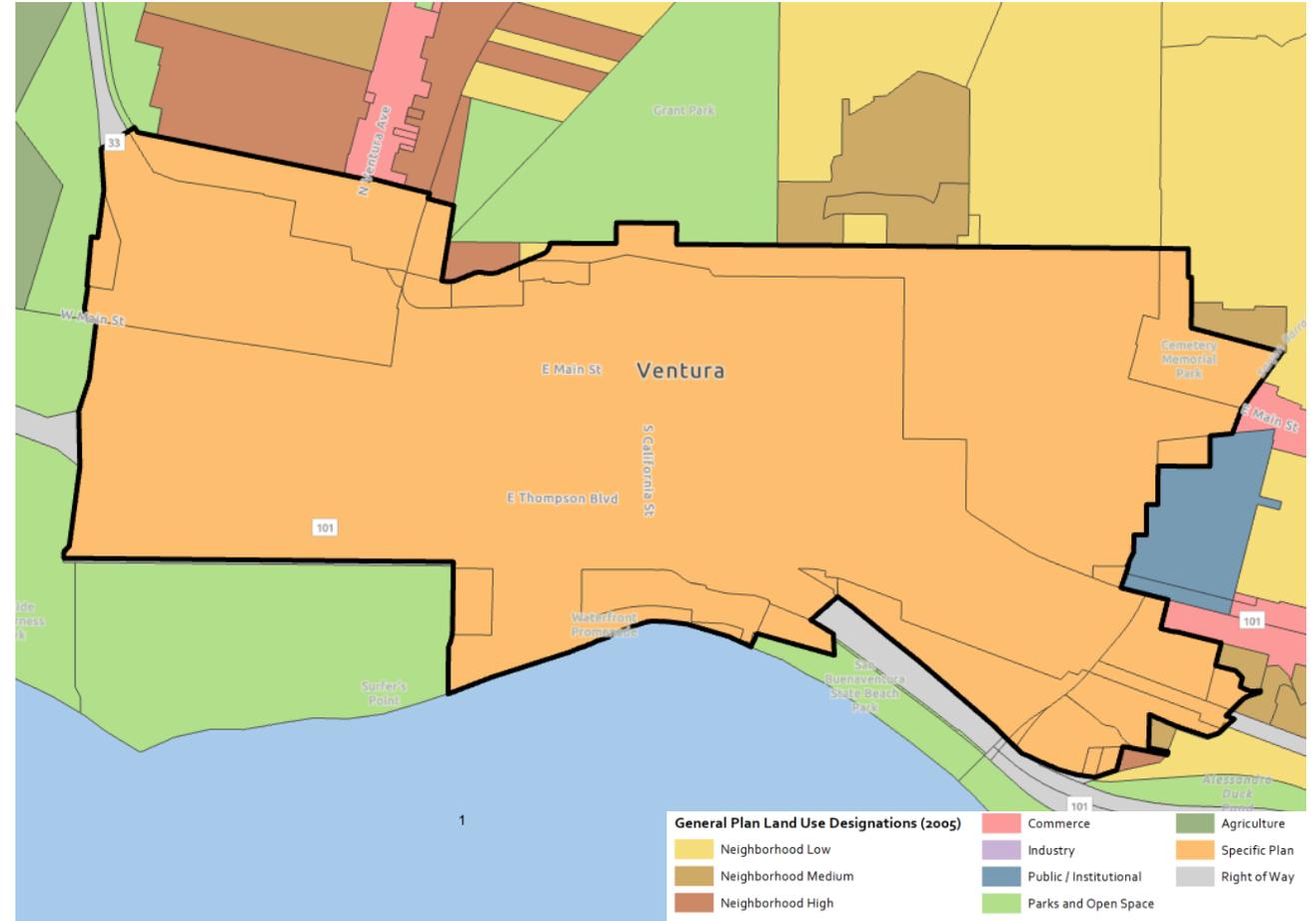


Land Use Regulations for Areas of Discussion

Area of Discussion	Guiding Regulatory/Policy Document(s)
Westside	Zoning Code; General Plan; Westside Community Plan*
Downtown	Downtown Specific Plan; General Plan
Midtown Corridors	Midtown Corridors Development Code; General Plan
Five Points/Loma Vista Corridor	Midtown Corridors Development Code; Community Memorial Hospital Plan; General Plan
Harbor/Pierpont	Zoning Code; General Plan; Ventura Harbor Specific Plan*
County Fairgrounds	Zoning Code; General Plan
Arundell	Zoning Code; General Plan
North Bank	Auto Center Specific Plan; Olivas Park Specific Plan; General Plan
Montalvo/Johnson Corridor	Zoning Code; General Plan
Victoria Corridor	Victoria Corridor Development Code; General Plan
Pacific View Mall/Community College	Zoning Code; General Plan
Eastside Neighborhood Centers	Zoning Code; General Plan
West Saticoy	Saticoy Wells Community Plan; General Plan
SOI – Westside (North Avenue)	North Ventura Avenue Area Plan (prepared by County); General Plan
SOI – Saticoy	Saticoy Area Plan (prepared by County); General Plan
SOI – SOAR Areas	Ventura County SOAR Ordinance; General Plan

Downtown

- **General Plan:**
 - Market Downtown as a Cultural District
 - Attract uses that create “around-the-clock” activity
 - Focus future residential and commercial growth in this area
- **Downtown Specific Plan:**
 - Maintain the historic development pattern and prevent large, monolithic developments
 - Promote economic development in the professional and creative sectors
 - Expand housing supply at all income levels
 - Provide an integrated transportation system
 - Nurture arts and cultural expression



Midtown Corridors

- **General Plan:**

- Main Street

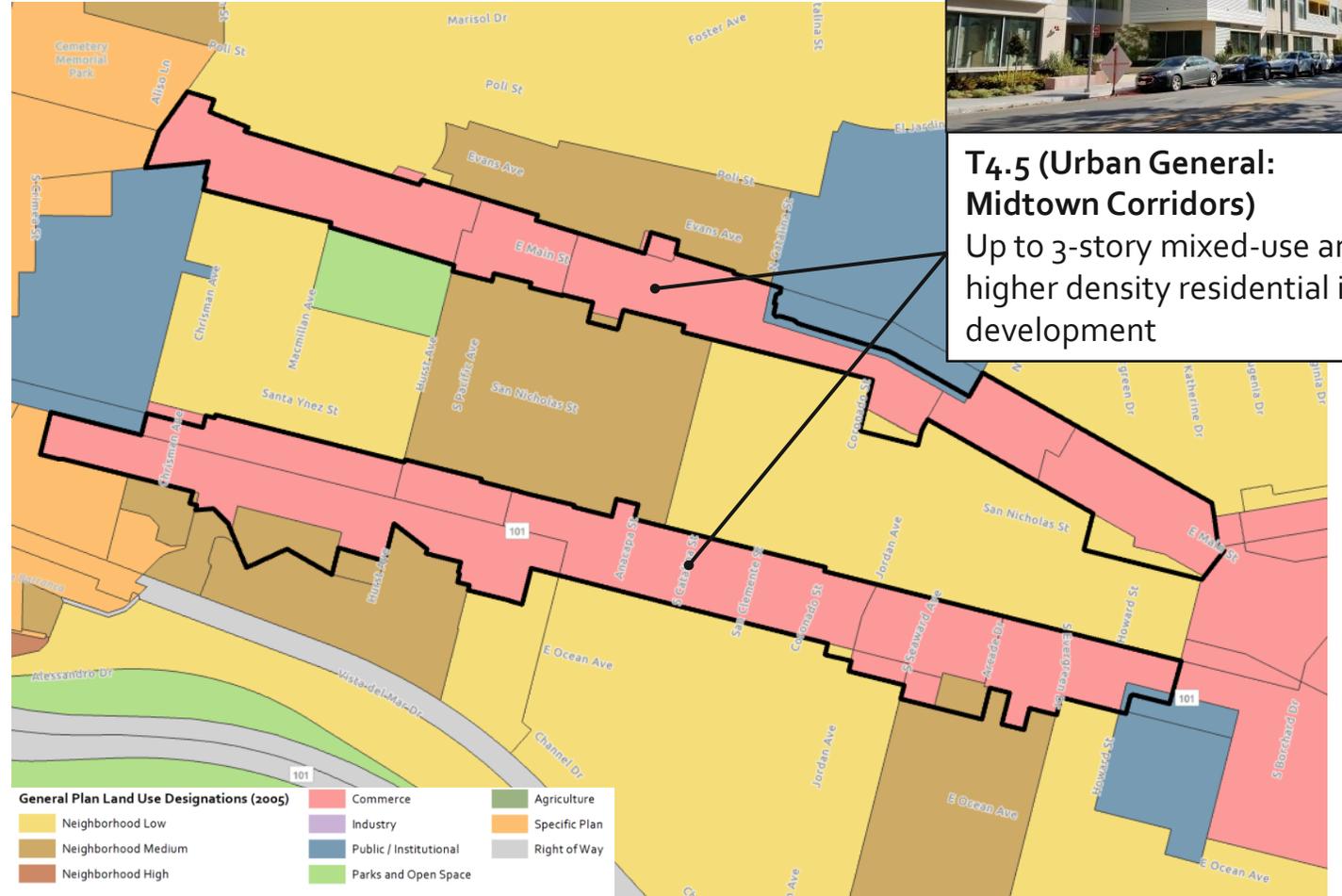
- Increase mixed use and housing
 - Create attractive, pedestrian-oriented streetscapes

- Thompson Boulevard

- Become a major transit corridor
 - Increase access to the ocean with pedestrian/bike enhancements

- **Midtown Corridors Development Code:**

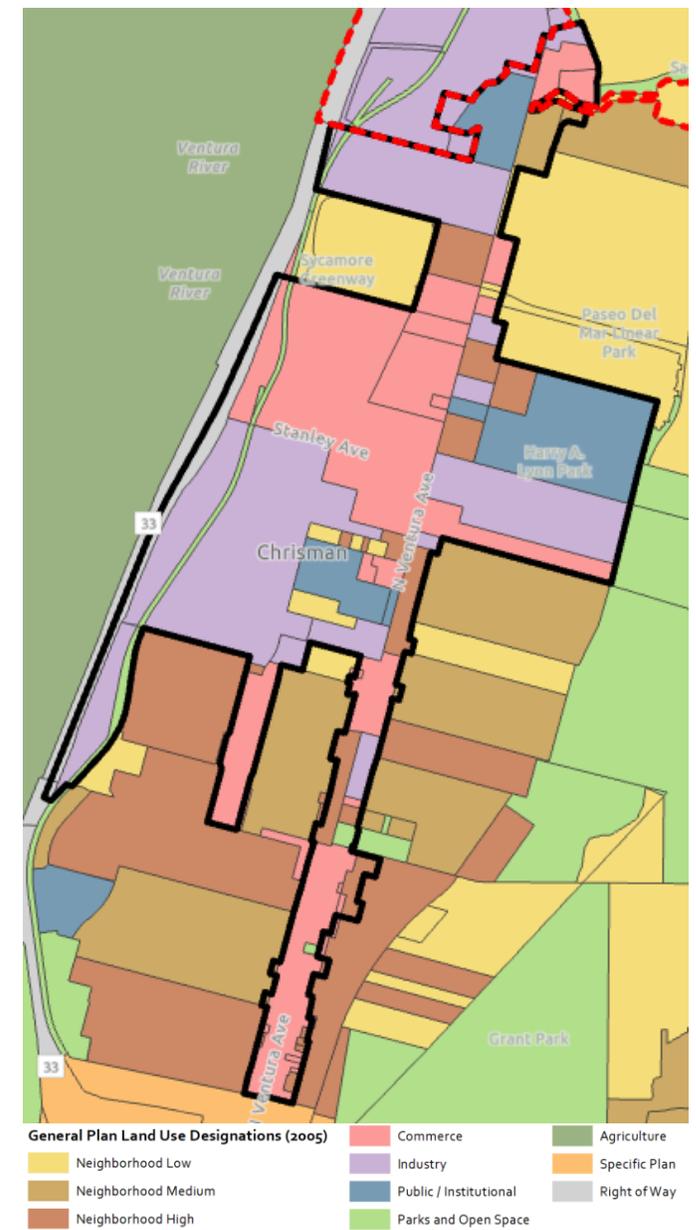
- Ensure development is human scale and pedestrian/transit-oriented
 - Support high-density mixed-use environments
 - Provide adjoining neighborhoods with a range of amenities within walking distance



T4.5 (Urban General: Midtown Corridors)
Up to 3-story mixed-use and higher density residential infill development

Westside

- **General Plan:**
 - Become a hub for emerging arts and manufacturing crafts
 - Create a community/specific plan for Westside
 - Secure funding for more brownfield reuse efforts
- **Westside Community Plan (*plan not completed*)**
 - Revitalize while preserving its Latino heritage
 - Increase shopping opportunities
 - Diversify the local economy
 - Provide housing for people of all incomes, ages, and abilities
 - Enhance Ventura Avenue with plazas, green spaces, trees and art
 - Improve streets to accommodate all travel modes
 - Create new park space and increase passive and active recreational opportunities



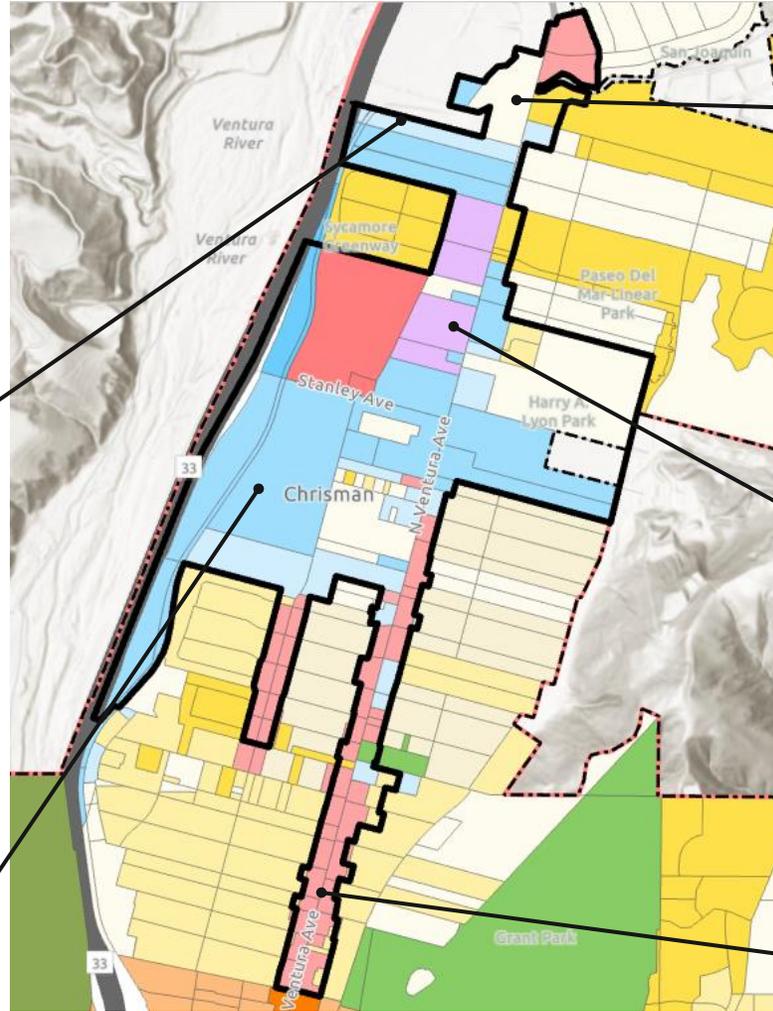
Westside



M-1: Limited Industrial
Up to 3-story light industrial and general commercial



M-2: General Industrial
Up to 6-story heavy industrial and general commercial



R-1: Single Family
1-2.5 story single family residential



MXD: Mixed Use
Up to 6-story mixed use

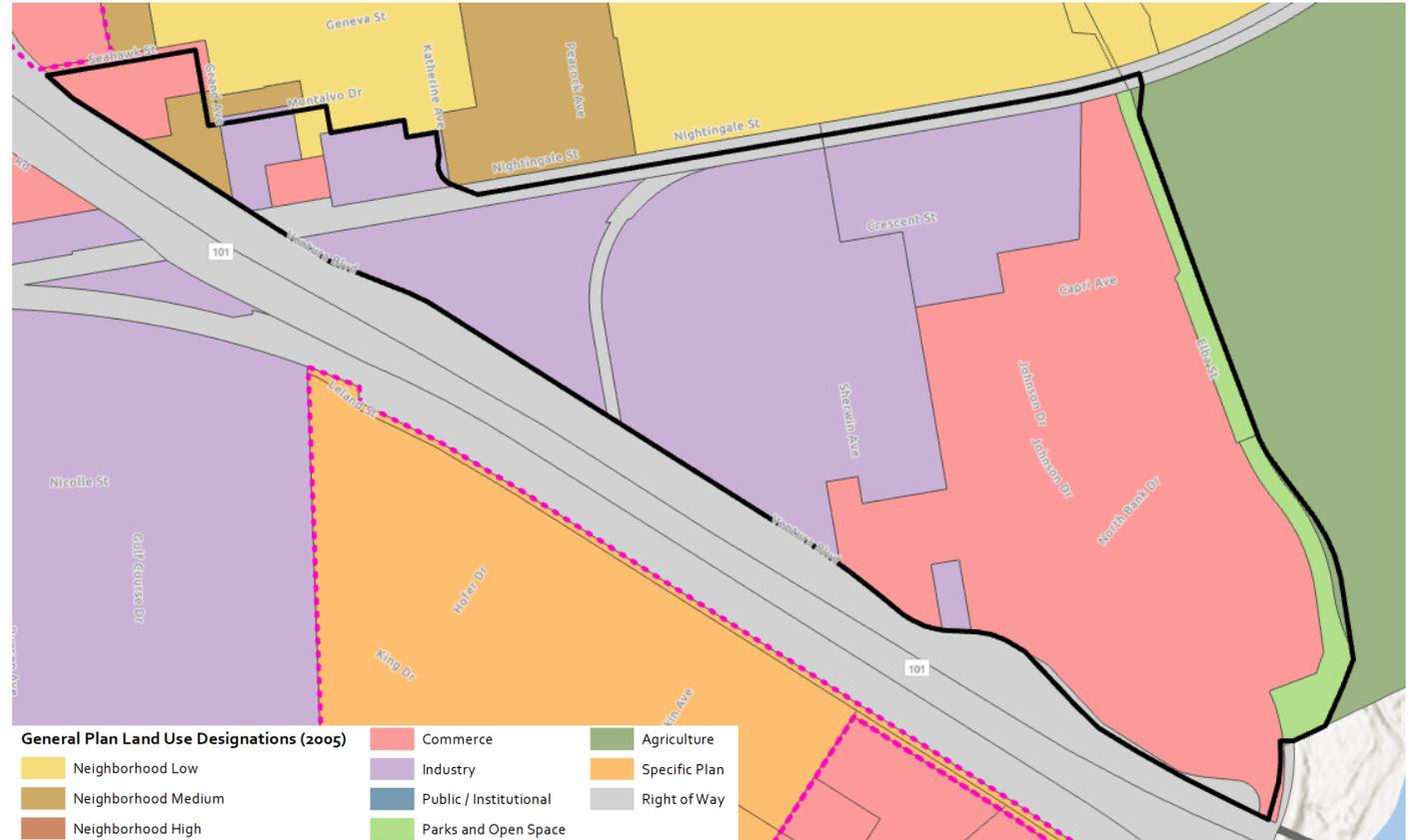


C-2: General Commercial
Up to 6-story general commercial and residential

Montalvo/Johnson Corridor

- **General Plan:**

- Leverage location next to Metrolink station
 - Establish a strategic mix of uses
 - Strengthen area's economic presence
 - Provide a visual gateway to the City
 - Encourage high-quality mixed-use developments with uses such as childcare, restaurants, offices, light industrial, and housing
-
- No specific/community plans written for this area



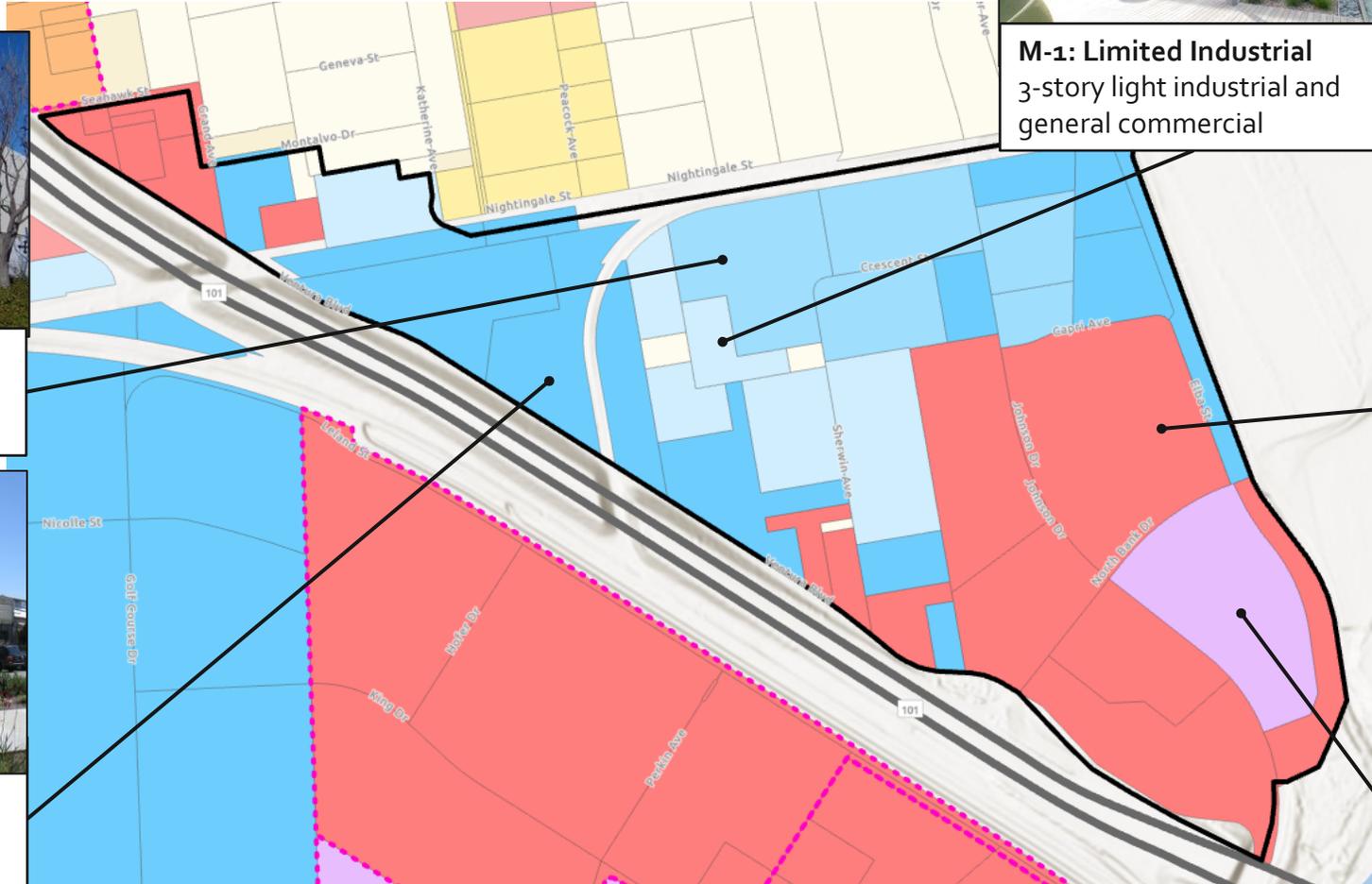
Montalvo/Johnson Corridor



M-2: General Industrial
6-story heavy industrial and general commercial



Planned Development
6-story heavy industrial and manufacturing



M-1: Limited Industrial
3-story light industrial and general commercial



CPD: Commercial Planned Development
Up to 6-story general commercial and large shopping centers



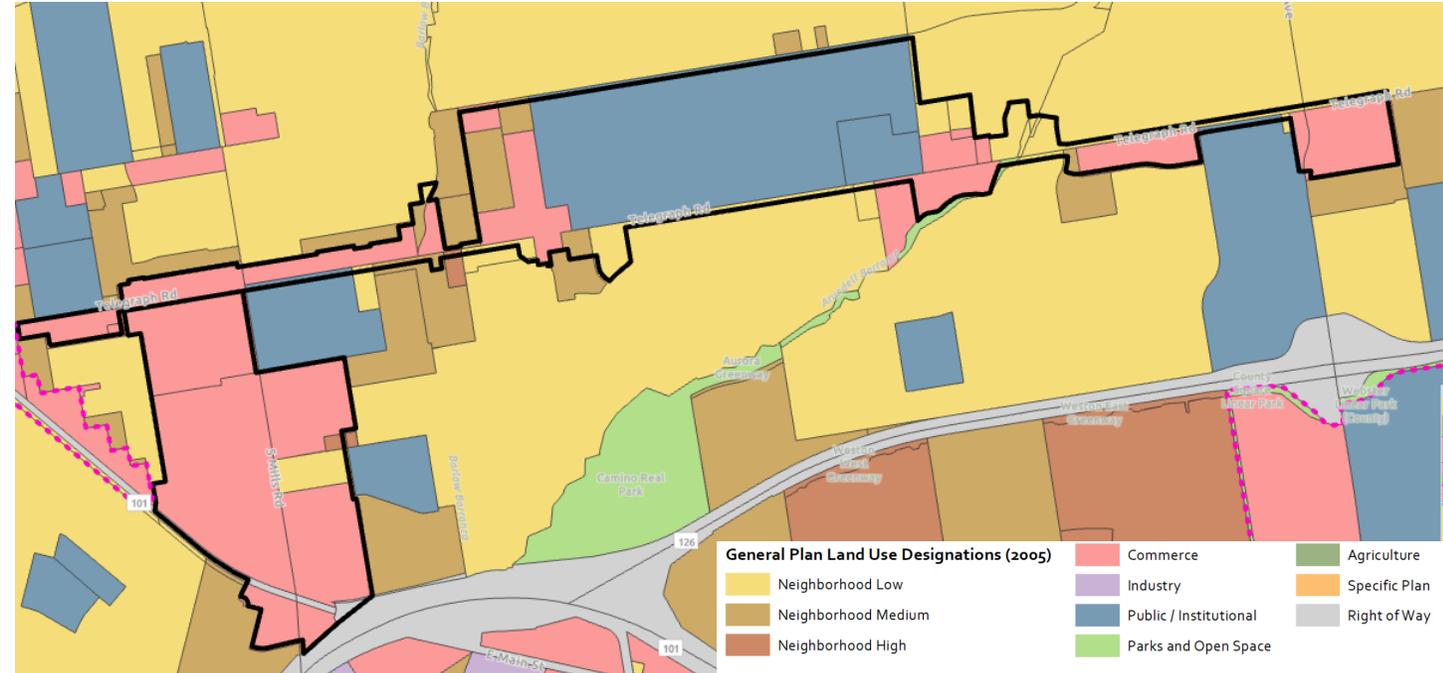
MXD: Mixed Use
Up to 6-story mixed use

Telegraph Corridor (Pacific View Mall/Community College)

- **General Plan:**

- Redevelop suburban-scale areas with a higher intensity and mix of uses
- Pacific View Mall:
 - Reinvent single-use retail into a mix of high intensity uses
- Telegraph Road
 - Create a multimodal node of housing and employment at the City's bus transfer stop
 - Allow a mixture of development intensities along the corridor

- No specific/community plans written for these areas



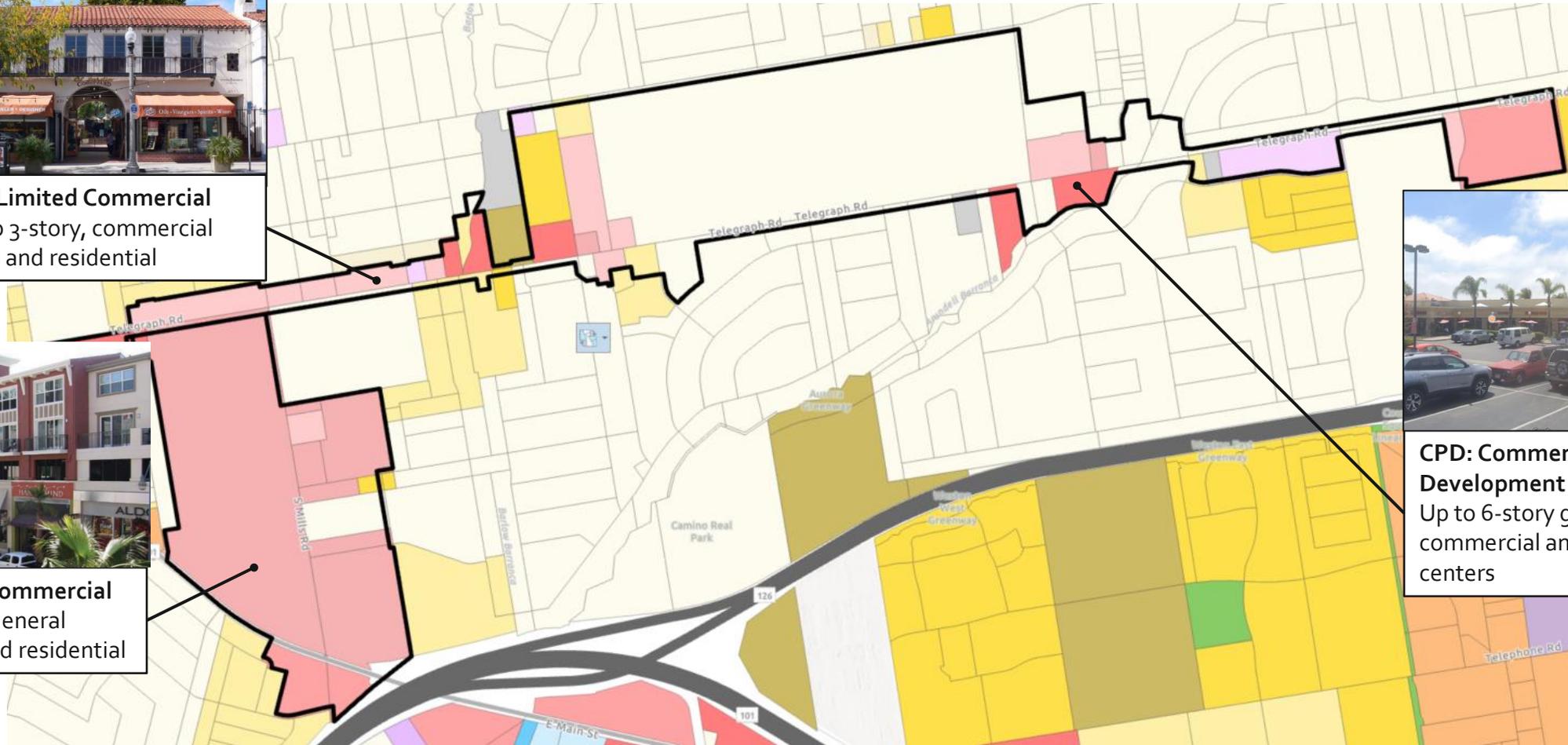
Telegraph Corridor (Pacific View Mall/Community College)



C-1: Limited Commercial
Up to 3-story, commercial retail and residential



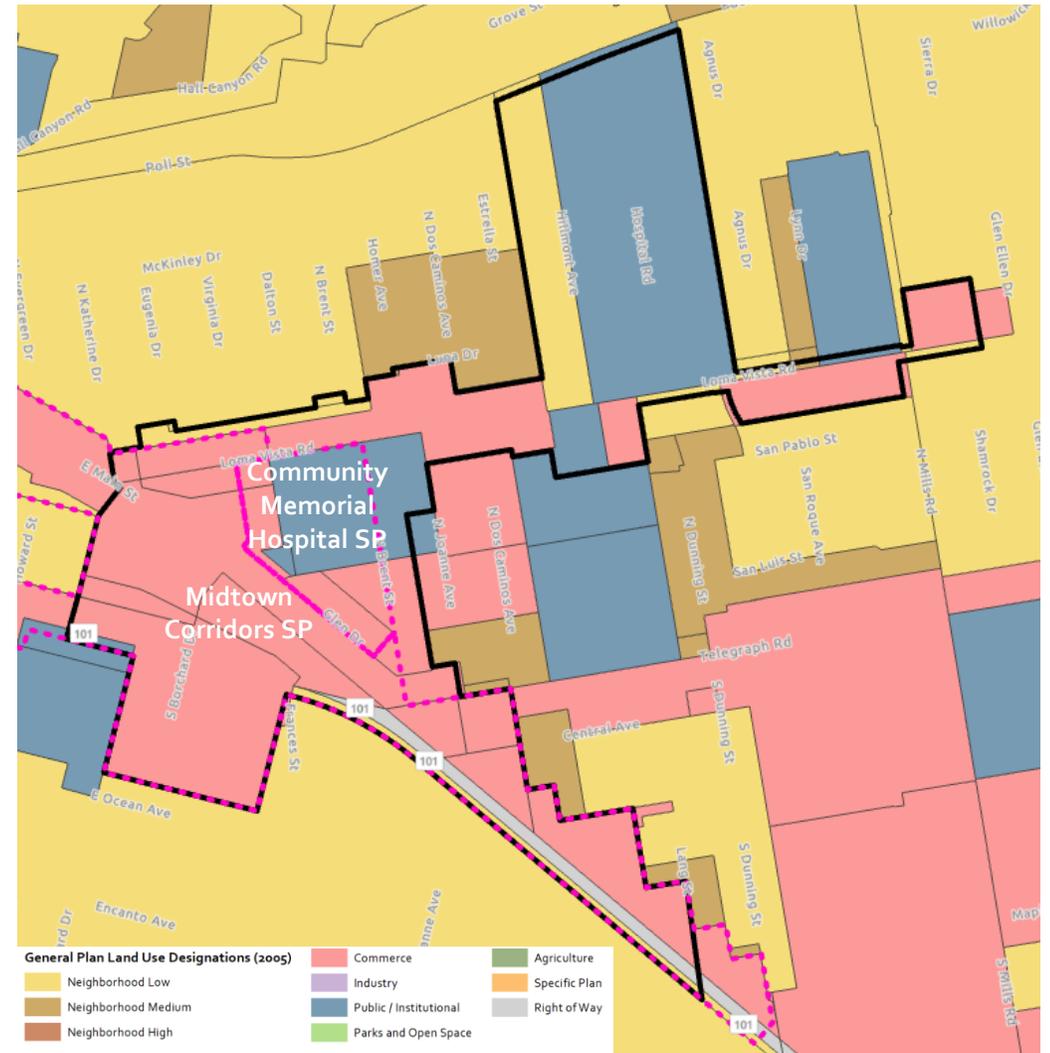
C-2: General Commercial
Up to 6-story general commercial and residential



CPD: Commercial Planned Development
Up to 6-story general commercial and large shopping centers

Five Points/ Loma Vista Corridor

- **General Plan goals/policies:**
 - Five Points
 - Maintain area as an intense “activity center” with greater emphasis on commercial use
 - Loma Vista Corridor
 - Concentrate medical and research-centered businesses
 - Provide workforce housing and services
- **Midtown Corridors Development Code:**
 - Allow buildings and streetscapes that are more urban in character than the rest of the Midtown Corridors
- **Community Memorial Hospital District Development Code:**
 - Have a scale and character compatible with the surrounding urban context
 - Supporting a pedestrian-oriented character with well-designed streetscapes and ground floor retail/civic uses



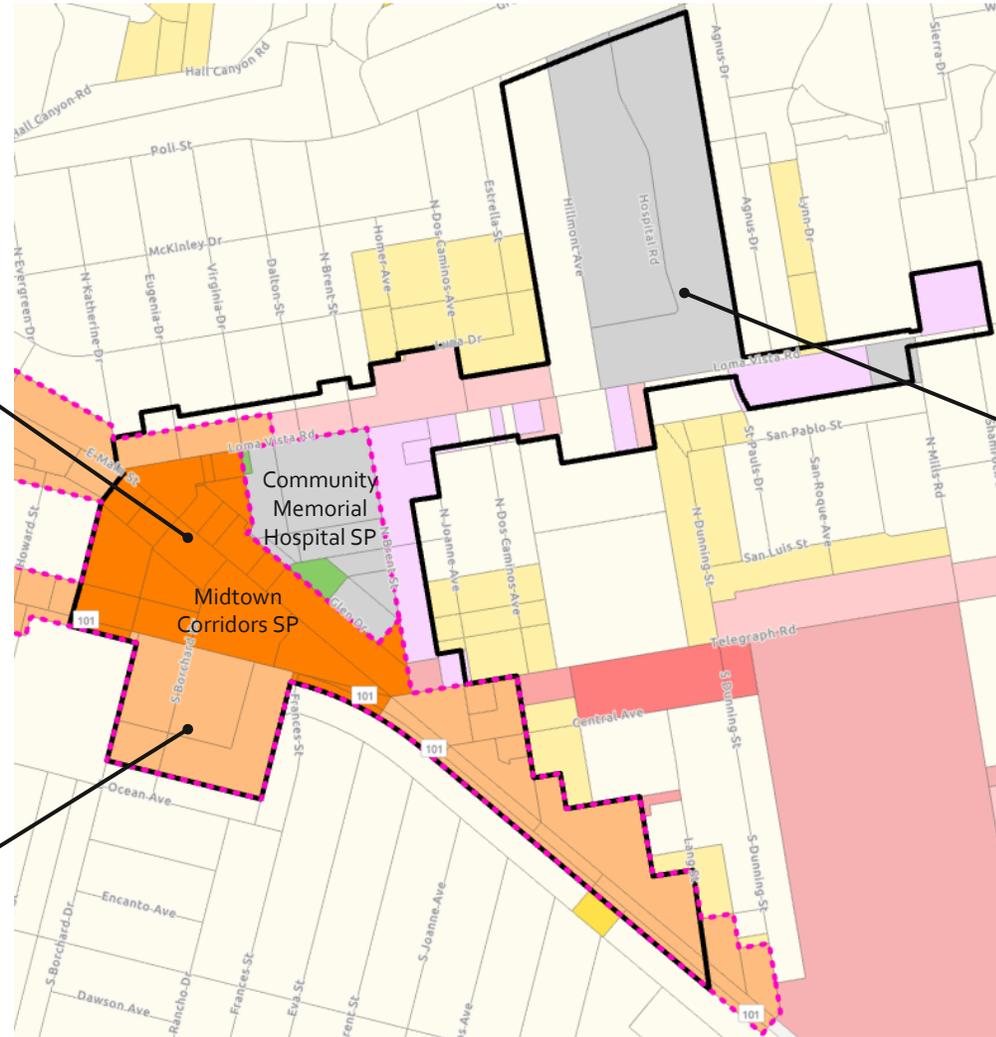
Five Points/Loma Vista Corridor



T5.2 (Five Points)
Up to 6-story mixed use



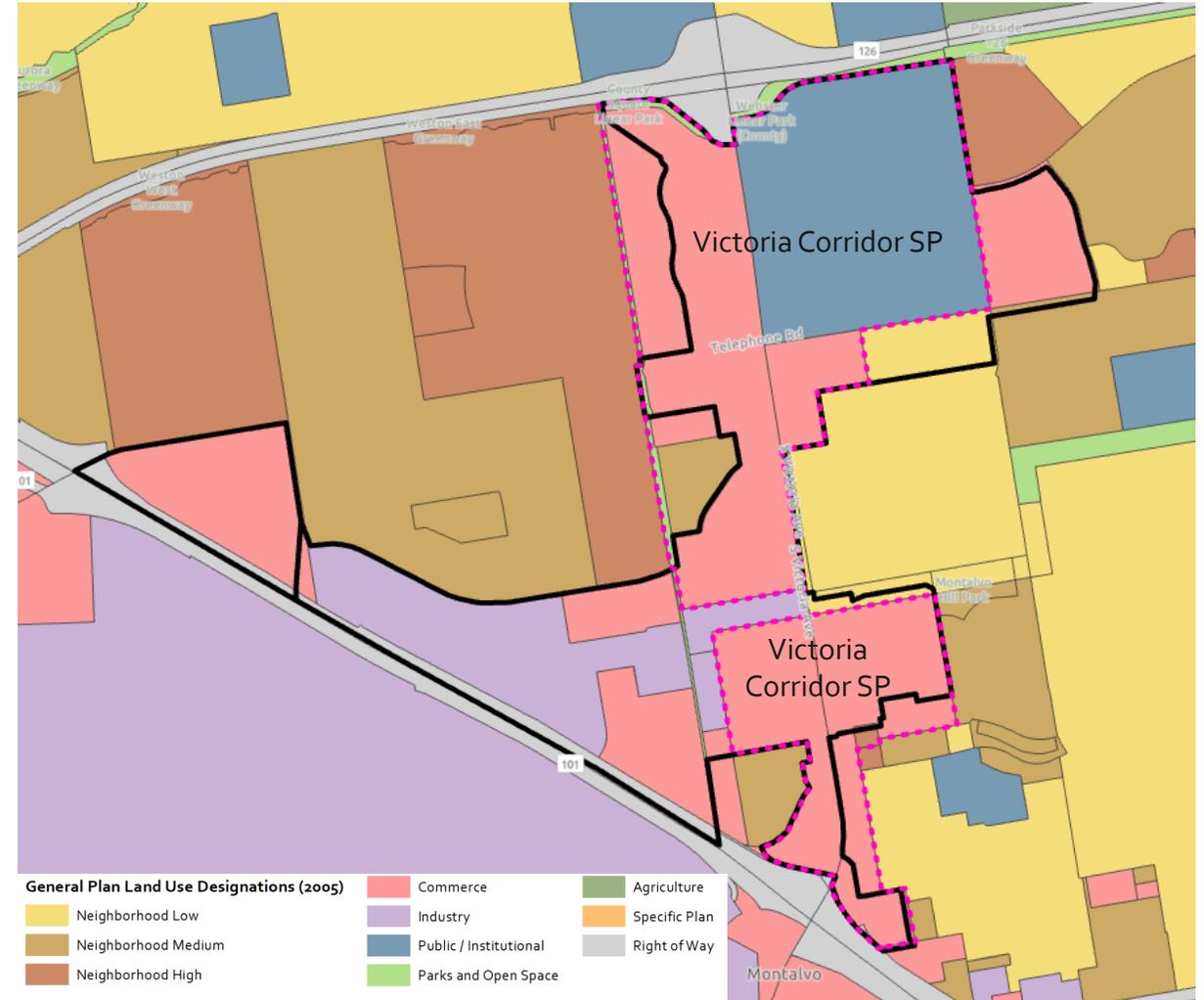
T4.5: Midtown Corridors
Up to 3-story mixed-use and higher density residential infill development



H: Hospital
Up to 3-story medical care and adjacent services/uses

Victoria Corridor

- **General Plan:**
 - Transition away from single-use shopping centers and retail parcels
 - Invest in pedestrian/streetscape improvements
- **Victoria Corridor Development Code:**
 - Establish as a premier business and employment center
 - Promote urban design consisting of connected streets, small blocks, and public open spaces
 - Create new activity nodes
 - Redesign the corridor to a walkable regional thoroughfare



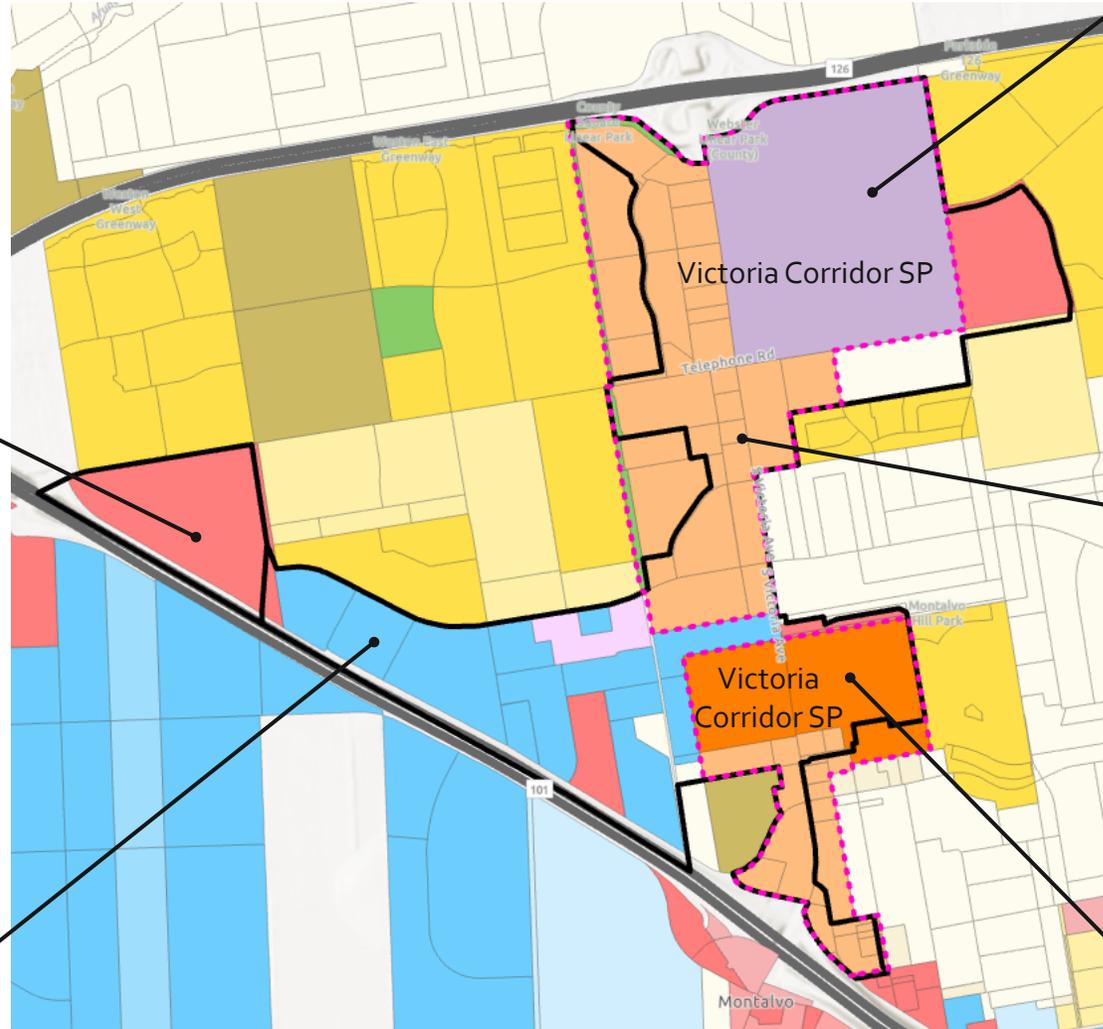
Victoria Corridor



CPD: Commercial Planned Development
Up to 6-story general commercial and large shopping centers



MPD: Manufacturing Planned Development
6-story heavy industrial and manufacturing



Civic (Government Center)



T4.8-4.9 (Urban General: Victoria Corridor)
Up to 6-story workplace buildings and high-density mixed use



T5.3 (Urban Center: Victoria Corridor)
Up to 6-story high-density mixed use

Ventura Harbor/Pierpont

- **General Plan:**
 - Harbor
 - Increase accessibility to ocean-front amenities
 - Prioritize coastal dependent, commercial fishing, coastal access, and visitor-serving uses
 - Pierpont
 - Offer residents and visitors more attractive and improved neighborhood and coastal oriented services
 - Maintain Pierpont as a neighborhood center
- **Ventura Harbor Master Plan (plan not completed/adopted)**
 - Create a mixed-use beachfront community with new housing, office space, and a hotel
 - Retrofit streets to better accommodate pedestrians and cyclists
 - Improve connectivity
 - Improve existing parks and create new public open spaces



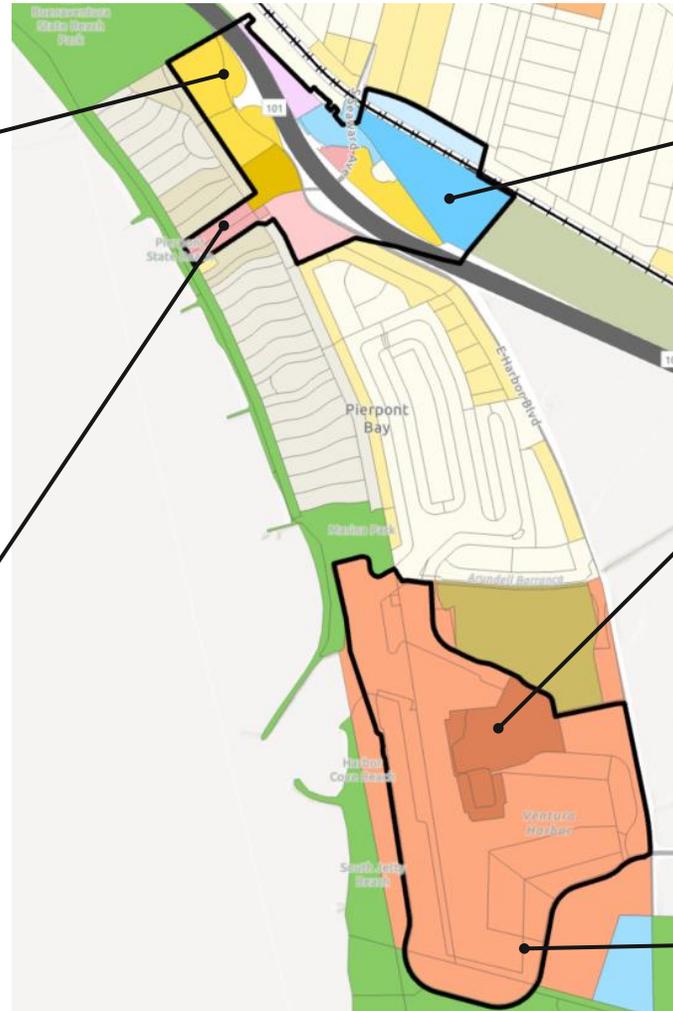
Ventura Harbor/Pierpont



CTO: Commercial Tourist Oriented
Up to 35', visitor-serving commercial retail



C-1A: Intermediate Commercial
Up to 6-story, commercial retail and residential



MPD: Manufacturing Planned Development
Up to 6-story industrial and manufacturing



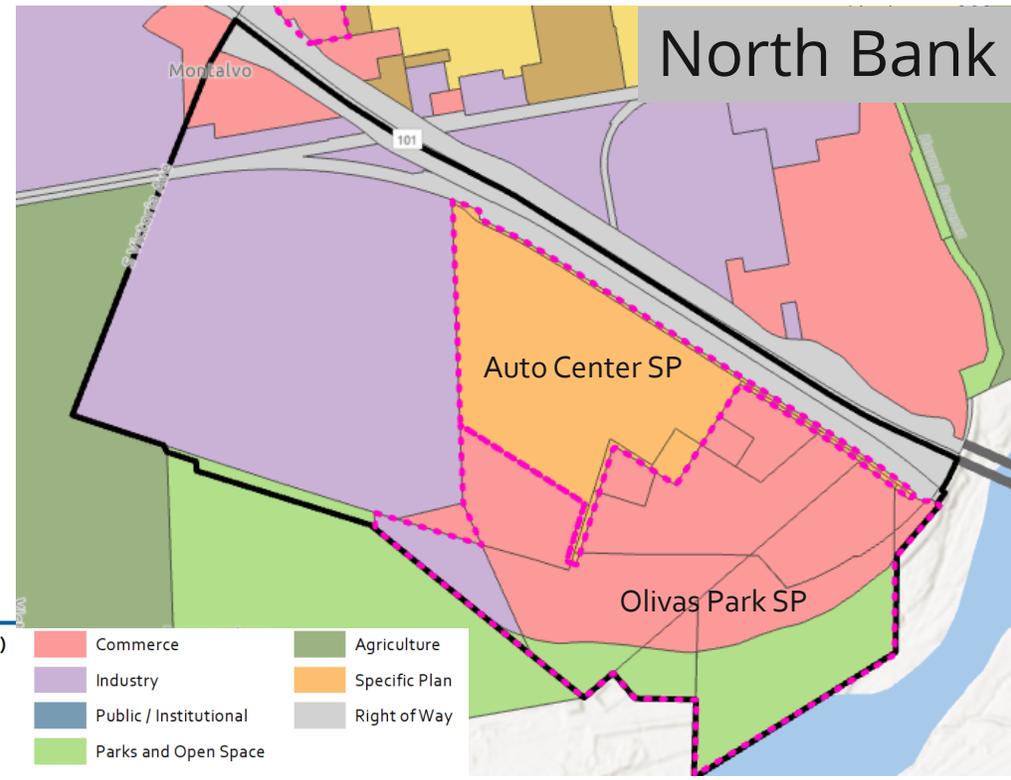
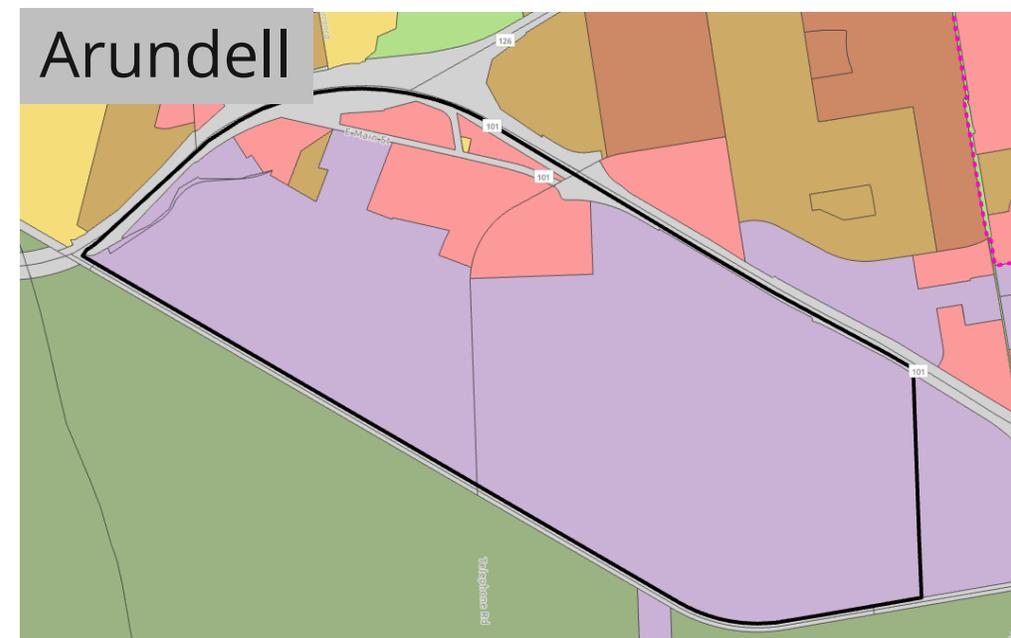
HMxD: Harbor Mixed Use
Up to 3-story visitor-serving commercial retail and residential



HC: Harbor Commercial
Up to 3-story visitor-serving commercial retail

Arundell and North Bank

- **Arundell - General Plan:**
 - Incorporate large-scale employment, workforce housing and neighborhood commercial
 - Expand mixed use and housing along Callens Road
 - Attract new employment uses to the Leverage “McGrath property”
- **North Bank - General Plan:**
 - Enhance the area as a regional retail destination
 - Invest in beautification projects
- **Auto Center Specific Plan:**
 - Ensure new auto sales and service uses are compatible
 - Minimize conflicts with surrounding land uses
- **Olivas Park Specific Plan:**
 - Allow commercial and/or industrial uses that provide jobs and strengthen the local tax base



General Plan Land Use Designations (2005)

- Neighborhood Low
- Neighborhood Medium
- Neighborhood High

- Commerce
- Industry
- Public / Institutional
- Parks and Open Space
- Agriculture
- Specific Plan
- Right of Way

Arundell



C-2: General Commercial
Up to 6-story general commercial and residential



CPD: Commercial Planned Development
Up to 6-story general commercial and large shopping centers



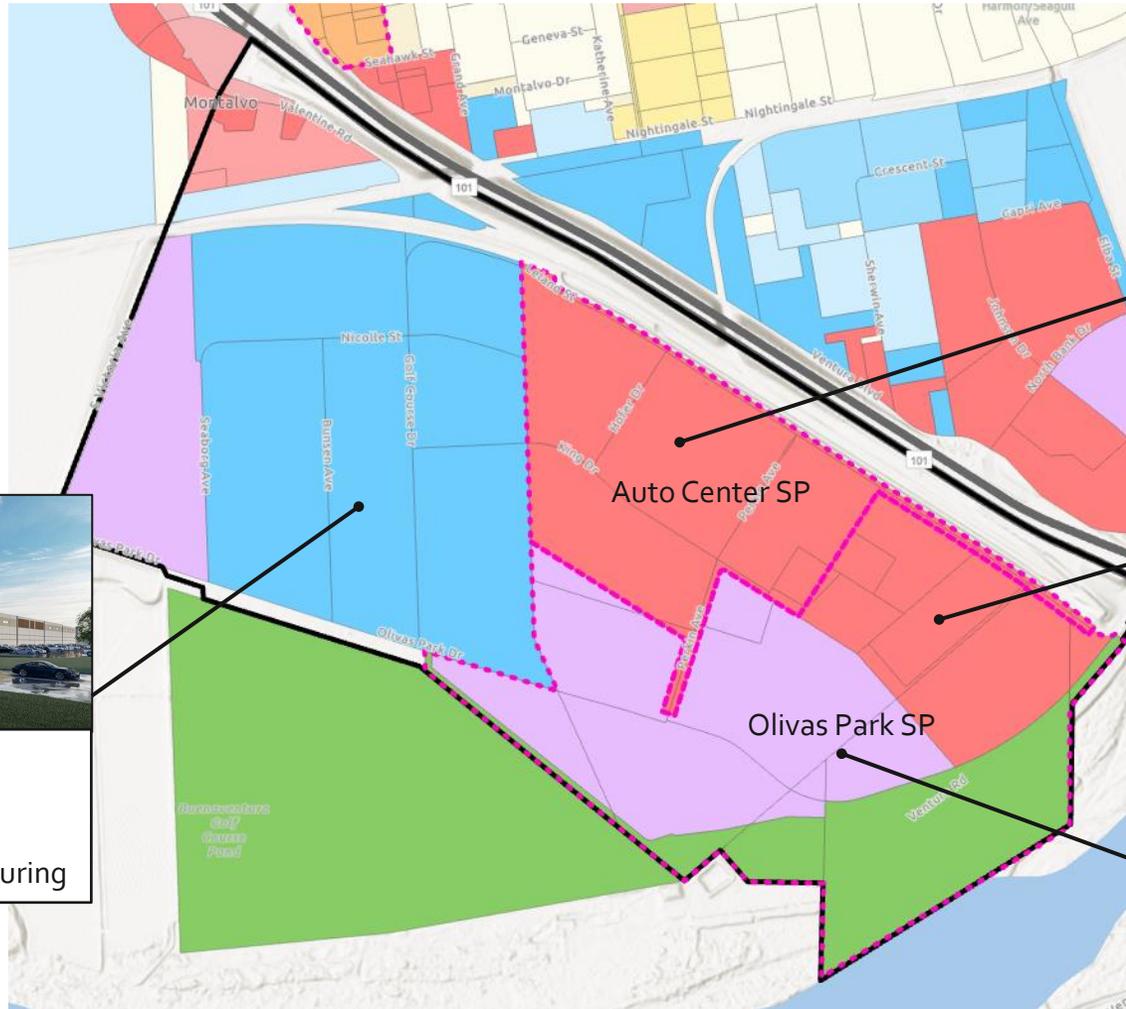
M-2: General Industrial
Up to 6-story heavy industrial and general commercial

M-1: Limited Industrial
Up to 3-story light industrial and general commercial



MPD: Manufacturing Planned Development
Up to 6-story heavy industrial and manufacturing

North Bank



Auto Center SP
Up to 35', only auto sales and services permitted

CPD OPSP: Commercial (Olivas Park SP)
Only vehicle dealerships and some food processing permitted

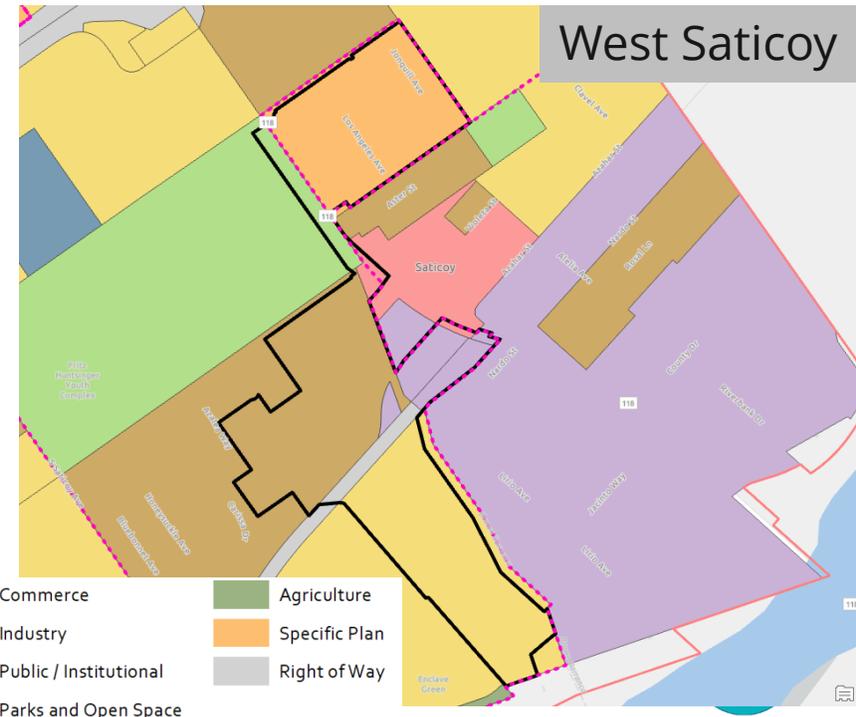
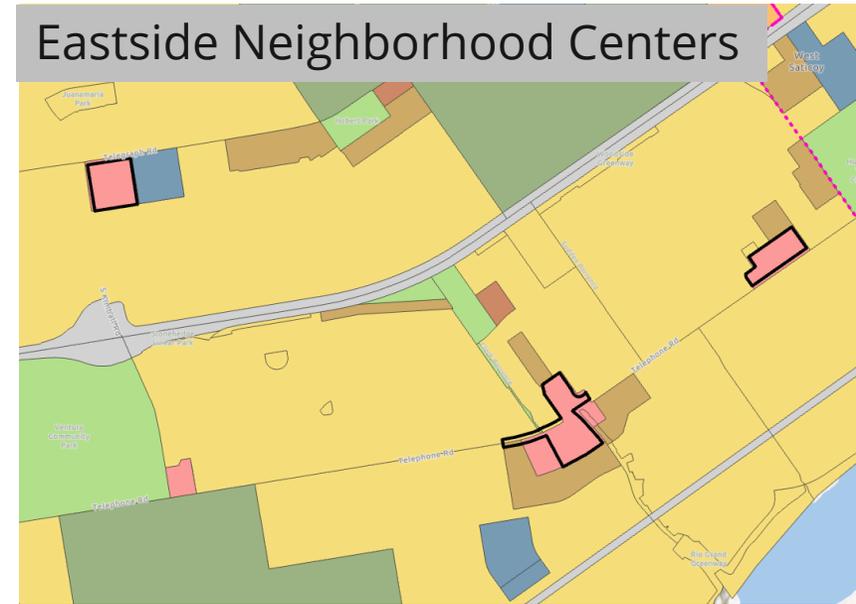
MXD OPSP: Mixed Use (Olivas Park SP)
Only vehicle dealerships and incidental uses, boat building/repair, and some food processing permitted



MPD: Manufacturing Planned Development
Up to 6-story heavy industrial and manufacturing

Additional Areas

- Eastside Neighborhood Centers
 - Encourage the diversification of uses; emphasize walking, biking, and public gathering
- West Saticoy
 - Seamless connections with adjacent areas
 - Part of the Saticoy Wells Community Plan
- County Fairgrounds
 - City – create year-round commercial opportunities; eliminate auto racing
 - State - “Promote, support, educate, celebrate and preserve the diverse culture and traditions of our County and to make certain that the Ventura County Fairgrounds be an exemplary multi-use community resource”



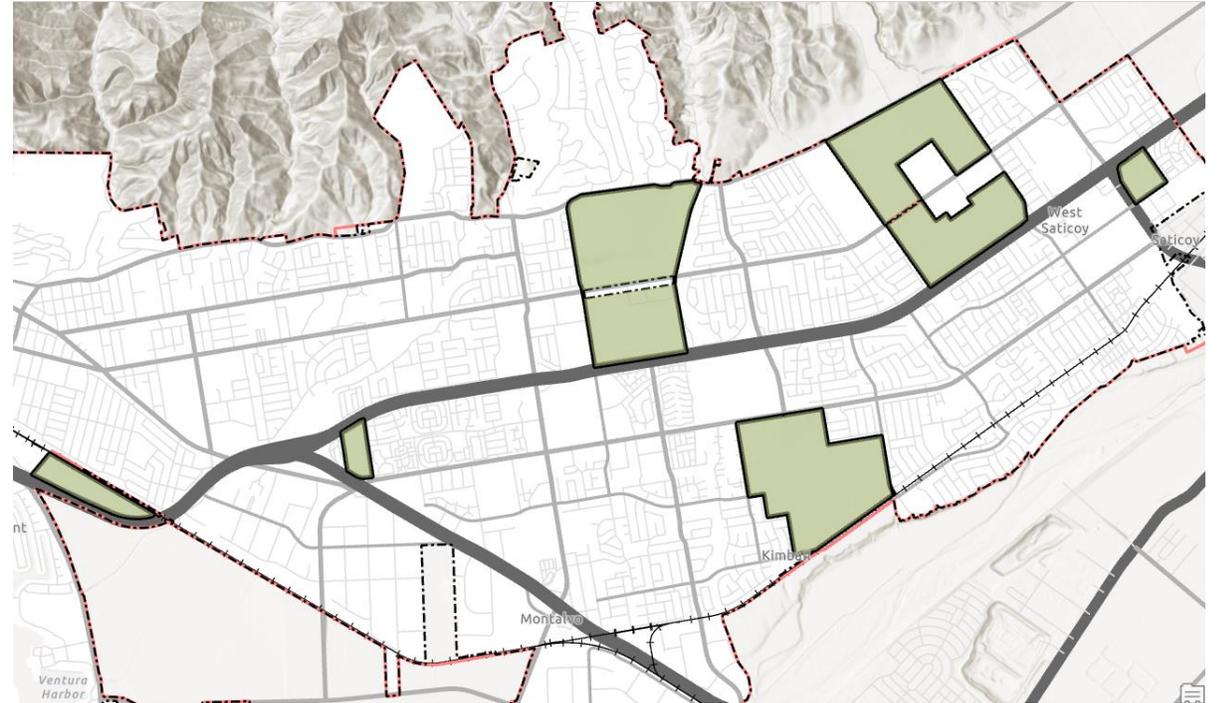
General Plan Land Use Designations (2005)

- Neighborhood Low
- Neighborhood Medium
- Neighborhood High

- Commerce
- Industry
- Public / Institutional
- Parks and Open Space
- Agriculture
- Specific Plan
- Right of Way

SOAR Areas

- **General Plan:**
 - Designated as “Agriculture” in General Plan
- **SOAR Ordinance (until 2050)**
 - Protect the County's agricultural, rural, and open space lands
 - Agricultural, Rural and Open Space land use designations can be changed by:
 - Vote of the people
 - Board of Supervisors can amend the GP without vote of the people in order to comply with state housing laws



SOI – Westside (North Avenue)

- **General Plan :**
 - Consider future annexation to the City
 - Transform area from an oilfield industrial area to a dynamic economic engine
 - Provide a more balanced mix of building types and uses with unique character, to serve as a major neighborhood anchor for northwest Ventura
- **North Ventura Avenue Area Plan (prepared by County):**
 - Protect the quality/integrity of existing residential neighborhoods
 - Expand and upgrade industrial areas
 - Protect the scenic vistas/environmental quality of the hills and river
 - Develop a new land use designation appropriate for oil extraction uses, which are distinct from general industrial uses

